Uses

LUT 45.6 Maintain Main Street primarily as a limited industrial corridor.

LUT 45.7 Expand limited industrial uses on the north side of Main Street to Zenith Street.

LUT 45.8 Provide a limited amount of neighborhood commercial to serve local employees and residents at the intersection of Main Street and Third Avenue.

LUT 45.9 Allow Residential High uses in the eastern portion of the Main Street District (in Broderick Acres).

LUT 45.10 Establish trail staging areas along the Otay Valley Regional Park that provide safe, convenient, and identifiable access from the Southwest Planning Area.

Intensity/Height

LUT 45.11 Allow a maximum floor area ratio of 0.5 and low-rise buildings in Limited Industrial designated areas in the Main Street Corridor.

LUT 45.12 Allow low-rise buildings in Residential Medium, Residential High, Limited Industrial, and Retail Commercial designated areas.

Design

LUT 45.13 The appropriate Specific Plans for the Main Street Corridor shall include design guidelines and standards that address urban development adjacent to the Otay Valley Regional Park.

LUT 45.14 Require development adjacent to the Otay Valley Regional Park to orient buildings for maximum public access to open space and to provide compatible landscaping along the Park's edge.

Amenities

LUT 45.15 Community amenities to be considered for the Main Street District as part of any incentive program should include, but not be limited to those listed in Policy LUT 27.1.

9.0 NORTHWEST AREA PLAN

9.1 Description/Setting

The Northwest Planning Area consists of 3,995 acres and is generally bordered by State Route 54 on the north; Interstate 805 on the east; L Street on the south; and Interstate 5 on the west. Established early in Chula Vista's growth, the Northwest Planning Area has several stable residential neighborhoods and a central commercial area, referred to as the Urban Core Subarea. The San Diego Trolley line runs along the Urban Core Subarea's west edge, has two stations, and two at-grade crossings on major east-west connector streets. The Northwest Planning Area serves as the historic focus of the City and is the central connecting area between the City's Bayfront and newer master planned communities in the East Planning Area.

The Northwest Planning Area has several stable residential neighborhoods and a central commercial area, referred to as the Urban Core Subarea.

The Northwest Planning Area has a broad range of land uses, including automobile-related businesses on Broadway; neighborhood services and offices near Downtown Third Avenue; regional retail shopping at the Chula Vista Center; two high schools, two middle schools; five elementary schools; several neighborhood and mini parks; and a mix of housing types, including apartments; condominiums; mobile homes; and single-family neighborhoods.

The area east of Second Avenue and south of E Street is generally residential with well-maintained, traditional single-family homes. Residential areas west of Second Avenue and north of I Street, along with areas west of Broadway and south of I Street, are considered to be in transition with portions of these areas zoned and developed with large- and small-scale, multi-family residential. Large-size (greater than ¼-acre) and larger estate lots establish the character of an unincorporated island area of San Diego County located northeast of Hilltop Drive and H Street. Areas of commercial, industrial, and institutional lands (including parks) comprise the remaining areas.

Designated scenic roadways, well-manicured neighborhoods, and urban amenities such as pedestrian and bicycle facilities, local parks, and open space all contribute to the character of the Northwest Planning Area. Despite having many unique and attractive characteristics, some neighborhoods have experienced decline over the years and blighted commercial and residential areas have been targeted for revitalization.

9.2 Subareas and Districts

The Northwest Planning Area has three planning Subareas: Lower Sweetwater, Hilltop, and the Urban Core (Figure 5-25). The Subareas have established residential neighborhoods; however, there are also Planning Districts with Focus Areas that are expected to evolve over time as the City continues to mature, and that offer opportunities for infill development, redevelopment, and new projects. It is these Planning Districts that are primarily addressed by specific objectives and policies in the Northwest Area Plan discussion.

The Urban Core Subarea is envisioned for the most change over the 25-year planning horizon of the General Plan.

The Lower Sweetwater Subarea is generally bounded by Interstate 805 to the east, Interstate 5 to the west, State Route 54 to the north, and C and E Streets to the south. This subarea consists of commercial and industrial uses adjacent State Route 54, west of Second Avenue, and open space east of Second Avenue. Predominantly stable-single family residential characterizes the remaining areas within the Rosebank neighborhood, with some higher density residential west of Interstate 805, near E Street. While properties near State Route 54 may redevelop over time, residential areas are not anticipated to change.

The Hilltop Subarea is generally bounded by Interstate 805 to the east, Second Avenue to the west, E Street to the north, and L Street to the south. This subarea consists predominantly of stable, single-family residential neighborhoods that are not anticipated to change in the timeframe of this General Plan.

The Urban Core Subarea is envisioned for the most change over the 25-year planning horizon of the General Plan. It is important to note that given the current developed condition of the Urban Core, and the unique nature of urban revitalization, the exact extent, timing and sequence of infill development and redevelopment depends on a variety of factors. These include, but are not limited to: long-term viability associated with recent development; longevity of other existing residential and commercial uses that may not redevelop over the planning horizon; preservation of significant historic structures, and development costs associated with the acquisition, demolition, and cleanup of urbanized land.

The Urban Core Subarea is divided into five Planning Districts (Figure 5-26), in order to address particular area changes. Those Districts are listed below, along with subsequent sections addressing detailed policies for each District:

- Downtown Third Avenue, Section 9.5.1
- H Street Corridor, Section 9.5.2
- Interstate 5 Corridor, Section 9.5.5
- Mid-Broadway, Section 9.5.10
- Mid-Third Avenue, Section 9.5.11

The Northwest Area Plan first addresses issues and presents policies that are important to the entire Northwest Planning Area (refer to Section 9.3, Area-Wide Planning Factors, Objectives, and Policies), followed by issues and policies for the Urban Core Subarea (Section 9.4), its five Planning Districts, and their Focus Areas (refer to Section 9.5, Planning District and Focus Area Planning Factors, Objectives, and Policies).

9.3 Area-Wide Planning Factors, Objectives, and Policies

There are several topics or issues with respect to the Northwest Planning Area that require a more focused discussion:

- Historic Preservation
- Bayfront Linkages
- Residential Neighborhoods
- Housing
- Urban Core Subarea Street Network
- Mobility
- Parks and Recreation
- Urban Design and Form

9.3.1 Historic Preservation

The Northwest Planning Area contains historic resources, architectural features, and Focus Areas that need special recognition and preservation efforts. The City's historical and cultural heritage is important to preserve, as it memorializes Chula Vista's evolution and contributes to the City's image and identity. See Section 7.6, Enhancing Community Image, Historic Resources, for applicable objectives and policies, as well as Environmental Element Section 3.1.9.

Northwest Planning Area

Subareas

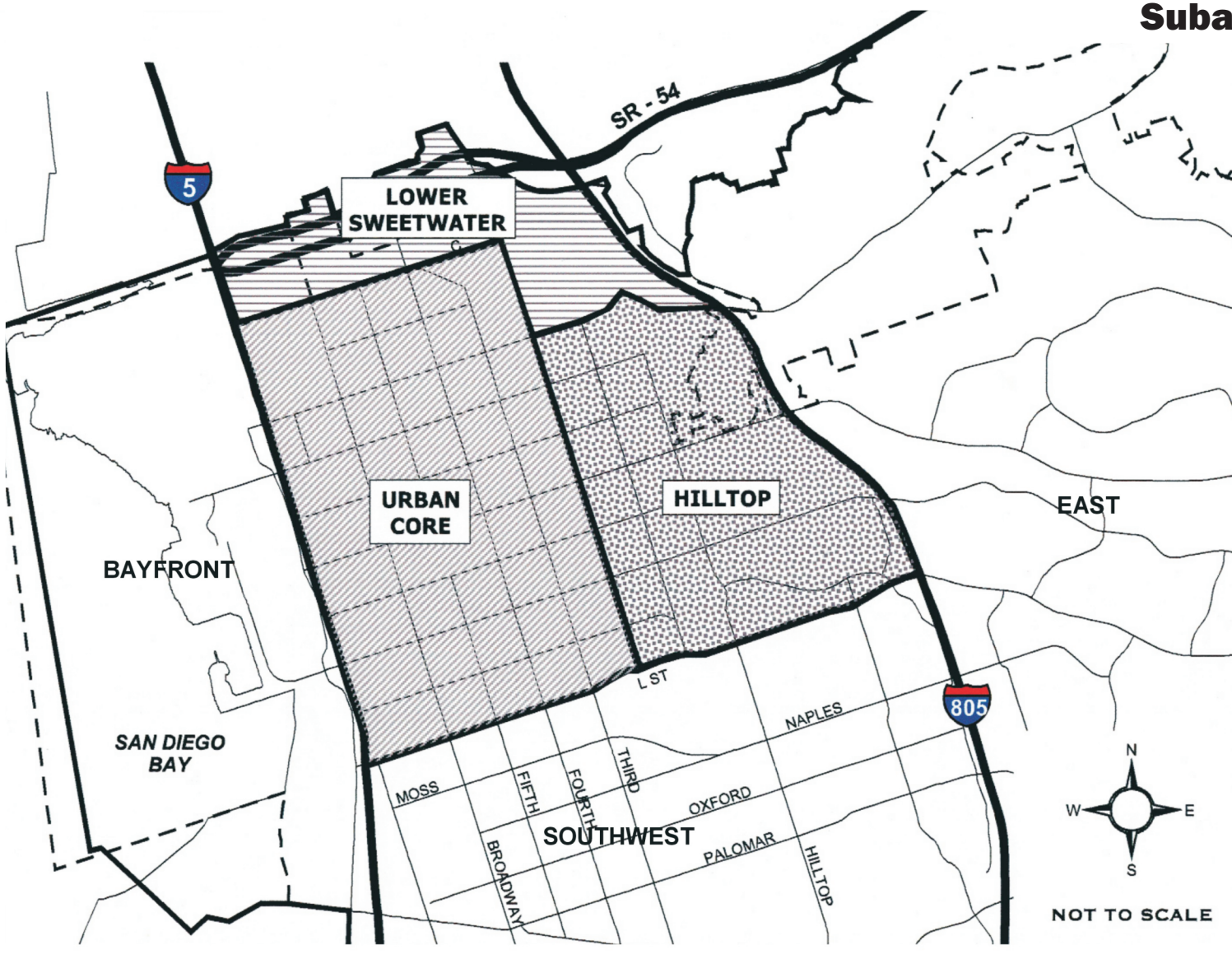


Figure 5-25

Urban Core Subarea

Planning Districts

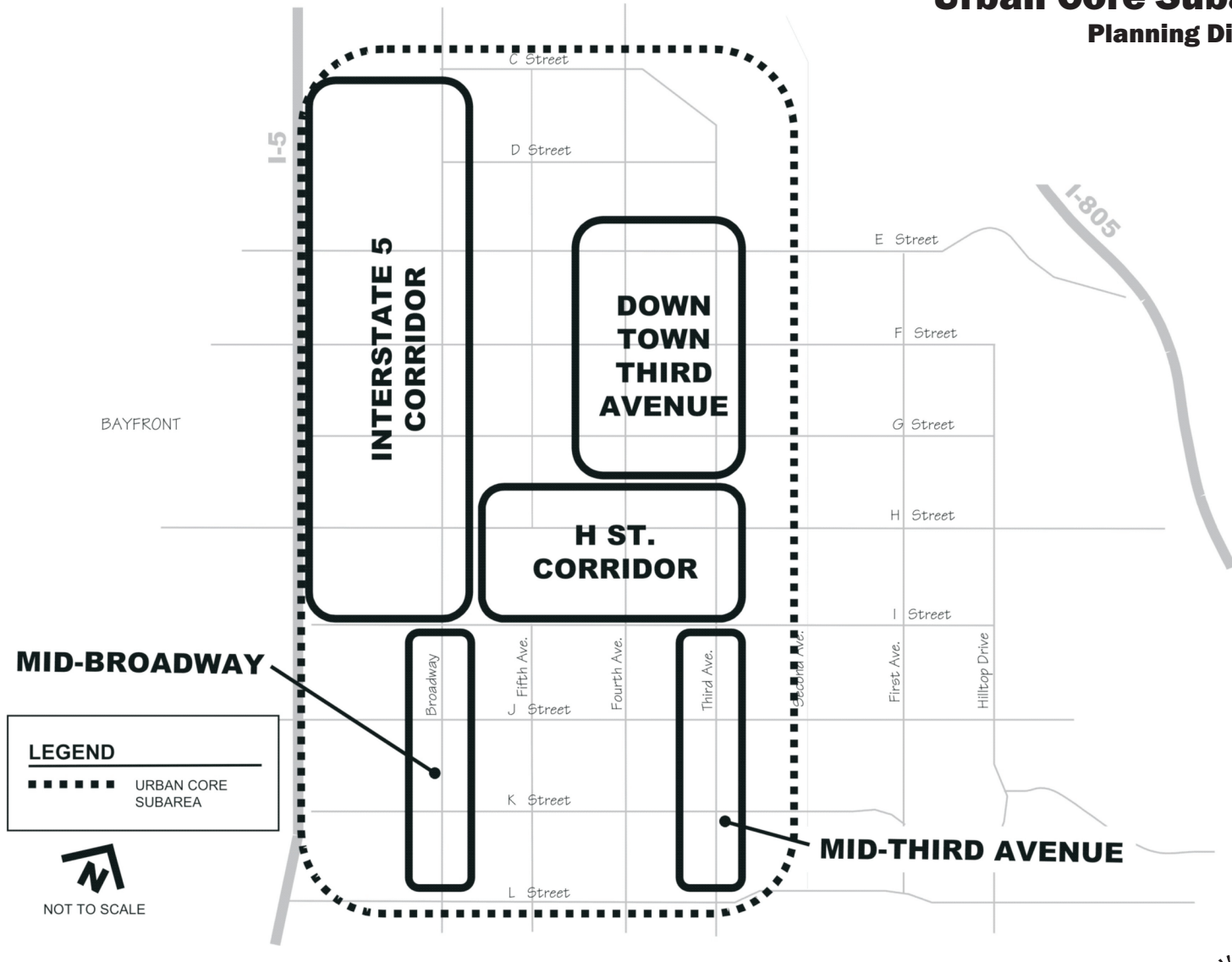


Figure 5-26

9.3.2 Bayfront Linkages

The Northwest Planning Area is positioned between the largely underdeveloped Bayfront Planning Area, and the newer communities in eastern Chula Vista. The Bayfront Planning Area and the Northwest Planning Area's Urban Core Subarea will provide different but complementary uses and will provide residents with entertainment; recreational activities; lodging; and other services within a compact are. Therefore, the full range of access linkages, by car; transit; bicycle; or on foot should be planned and implemented through development of the Bayfront Planning Area and redevelopment of the Urban Core Subarea. A paseo along the Bayfront should serve as the spine that attaches to key linkages, such as F Street. Convenient access to the Bayfront Planning Area from the Urban Core Subarea will allow successful development and appreciation of both the Bayfront Planning Area and the Urban Core Subarea. The relationship between the Bayfront Planning Area and the Urban Core Subarea provides an opportunity to create synergy to connected, but distinct, areas of the City.

Objective - LUT 46

Establish linkages between the Urban Core Subarea and the Bayfront Planning Area for pedestrians, bicycles, and transit.

Policies

LUT 46.1 Pedestrian and bicycle access between the Bayfront Planning Area and the Urban Core Subarea should be identified and guidelines for their development should be established through the Urban Core Specific Plan or a subsequent implementation document.

LUT 46.2 Pursue funding for the design and construction of enhanced (wider) Interstate 5 freeway overpasses at E, F, and H Streets, as a discrete project or in conjunction with any freeway interchange improvement programs. The crossings shall incorporate vehicular, transit, and pedestrian/bicycle access.

LUT 46.3 Promote the development and operation of a circulator system to link and serve the Bayfront Planning Area, the Urban Core Subarea's commercial areas, and the H and E Street trolley stations.

9.3.3 Residential Neighborhoods

Several older and well-maintained residential neighborhoods exist within the Northwest Planning Area. It is important that redevelopment of the Area respect and preserve these stable neighborhoods. Design guidelines and standards need to emphasize this and recognize that while redevelopment is important, it is just as important to protect the integrity of the City's residential neighborhoods. Refer to Section 7.3, Preserving and Enhancing Stable Residential Neighborhoods, and Section 7.5, Compatible Land Use and Edge Transitions, of this element for further discussion and applicable policies.

9.3.4 Housing

More housing is needed within the Northwest Planning Area to meet population growth projections through the year 2030 and to increase vitality in the Urban Core Subarea. Adding residents increases local business revenues and creates opportunities for a greater variety of restaurants, shops and entertainment. The majority of new housing, including affordable housing, is directed to the Urban Core Subarea's Focus Areas; however, some infill development is expected to continue in existing residential areas. Refer to the Housing Element for further discussion and applicable policies.

9.3.5 Urban Core Subarea Street Network

The intensification of residential and commercial land uses within the Northwest Planning Area's Urban Core Subarea will alter the character of the built environment on the west side over time, creating a more urban, rather than suburban, context. The transportation network takes into account all modes of travel within this urban context, including public transit; bicycles; pedestrians; and the automobile.

As discussed in Section 5.5.7, separate roadway classifications have been identified for the Northwest Planning Area's Urban Core Subarea. These classifications reflect the special operating characteristics of roadways within a more urbanized, mixed use environment, and facilitate multi-modal design elements and amenities (such as enhanced sidewalks and transit facilities).

The streets located in the Urban Core Subarea should be designed with the pedestrian and bicyclist in mind in order to increase social interaction; provide better support; emphasize a friendly, inviting environment for bicycling and walking; and create great places for people to live. In general, these streets will have tree-lined medians, wide sidewalks, and streetfront facades with windows, thereby creating interesting places to walk. These streets will provide, in varying amounts, the following generalized amenities:

- Wayfinding maps; tree grates; trash receptacles; and benches strategically located throughout the Urban Core Subarea. Streetscapes should be designed with inviting sidewalks wide enough to be passable without having to maneuver around hedges or other obstacles.

- On-street parking, limited driveway cuts, and landscaping or planting strips that create a buffer between traffic and pedestrians and provide canopy shade. A well-designed streetscape makes people feel comfortable and invites and motivates residents to walk or bike to destinations, such as shopping or work. Urban Core Subarea street design should include mid-block crosswalks and neighborhood passthroughs to future open space areas and common areas. This helps to create a human scale.

- Behind the sidewalk, easily accessible building entrances with minimum building setbacks, windows at street level, and no blank walls on adjacent buildings.

- Distinctive public transit amenities to increase ease of its use and attractiveness of neighborhoods. Transit amenities should include bus information kiosks, bicycle facilities and interconnections to other routes and bikeways; bike racks; lockers; and shower facilities. The intent is to reinforce bicycling as a mode of transportation connected to and coordinated with other modes to connect people and places through a complete street network.

The following street classifications are designated for the Urban Core Subarea:.

Gateway Street

The intent of the Gateway Street is to link the Urban Core Subarea to the surrounding freeways that will provide regional access to and from this area. These roadways (segments of Broadway, Fourth Avenue, E, H, and L Streets) connect the Urban Core Subarea to State Route 54, Interstate 805 and Interstate 5. These facilities are similar to four- and six-lane major roads in other parts of the City, but will provide special design features and amenities to encourage access for the full spectrum of travel modes.

Urban Arterial

The intent of the Urban Arterial is to serve all modes of travel within a more urbanized development context. These roads include portions of E and H Streets and Fourth Avenue. Urban Arterials are similar to four-lane major roads in other areas of Chula Vista, but with special features to support multi-modal trips. Urban Arterials serve as transitional roadways between Gateway Streets and the Commercial Boulevards and Downtown Promenades.

Commercial Boulevard

These streets include segments of Broadway and Third Avenue (north of E Street and south of H Street) and will serve existing and future shopping districts. Design will be generally consistent with four-lane majors in other areas, but with special design features reflecting the multi-modal nature of streets in more urban areas.

Downtown Promenade

These streets (including portions of F Street and Third Avenue) will provide access to retail establishments and residences in the heart of the Urban Core Subarea. Street cross-sections will be similar to a Class I Collector, but with multi-modal features and amenities that accommodate and enhance the surrounding urban context.

Objective - LUT 47

Establish roadway classifications in the Urban Core Subarea that respond to the special operating characteristics of roadways within a more urbanized environment, accommodate slower speeds in pedestrian-oriented areas, and facilitate multi-modal design elements and amenities.

Policies

LUT 47.1 Design and develop roadways in the Urban Core Subarea with new roadway classifications, as depicted on Figure 5-27, of the LUT Element.

LUT 47.2 Design and develop new roadway classifications to include the pedestrian and transit amenities appropriate to their function.

New Roadway Classifications in the Urban Core Subarea

Figure 5-27

9.3.6 Mobility

Mobility refers to all modes of transportation, and includes people's use of cars; trolleys; buses; bicycles; and walking. The Urban Core Subarea's historic grid street pattern will remain intact for vehicular use, although an emphasis on pedestrian circulation, accessibility, and safety is equally important to traffic flow. Increased access to transit facilities and a pedestrian-friendly environment that encourages walking are two important components of mobility for the Urban Core Subarea.

The Transit First! Program prepared by SANDAG identifies future transit routes for Bus Rapid Transit (BRT) in Chula Vista that connect to the existing E and H Street trolley stations. This transit system will use the H Street corridor as an east/west route, with planned transit stations approximately every mile.

The Urban Core Subarea's land use plan designates areas for jobs, shopping, and housing to be located near existing and planned transit station locations. Also, the shuttle system envisioned to link the Urban Core Subarea with the Bayfront Planning Area will provide residents and visitors with convenient access to the transit stations, as well as shopping and services in both areas (see Figure 5-15). Refer to Section 7.7 through 7.11 of this element for additional discussion, objectives, and policies regarding Mobility and Circulation throughout the City.

Objective - LUT 48

Increase mobility for residents and visitors in the Urban Core Subarea.

Policies

LUT 48.1 Create safe and convenient pedestrian access to, from, and within the Urban Core Subarea.

LUT 48.2 Provide adequate sidewalk space on heavily traveled pedestrian corridors within the Urban Core Subarea.

LUT 48.3 Provide mid-block pedestrian crossings and sidewalk curb extensions, where feasible, to shorten pedestrian walking distances.

LUT 48.4 Locate secure bicycle parking facilities near transit centers and major public and private buildings.

LUT 48.5 Encourage the establishment of a transit shuttle system that connects the Downtown Third Avenue District to the City's Bayfront Planning Area. Connections with the Civic Center and transit stations on E and H Streets should be considered as priorities.

LUT 48.6 Design and implement a system of landscaped pedestrian paths that link important features within Downtown, especially an F Street Promenade that will link the Bayfront Planning Area with Broadway and Downtown Third Avenue.

9.3.7 Parks and Recreation

Historically, the City of Chula Vista has provided significant recreation facilities in parks within the Northwest Planning Area, although most of the parks are pre-existing and have matured as the community has continued to grow. With the addition of new housing concentrated within the Urban Core Subarea, additional park and recreation resources will be needed. It is anticipated in this General Plan that a similar ratio of park and recreation facilities as is being provided in eastern Chula Vista will be provided within the Northwest Planning Area to accommodate new residential growth.

The nature and function of the park and recreation spaces in the Urban Core Subarea and overall Northwest Planning Area will reflect the needs of its residents. Additional housing within the Urban Core Subarea will be primarily apartments and condominiums in a more intense urban environment; therefore, it is anticipated that the size of any new parks in this area, and the type of amenities provided, will be appropriate to an urban environment and may be somewhat different than what is found in parks built in the East Planning Area's suburban master planned communities. Please refer to Chapter 8, Public Facilities and Services Element, Section 3.5 Parks and Recreation, for policies.

With the addition of new housing concentrated within the Urban Core Subarea, additional park and recreation resources will be needed.

9.3.8 Urban Design/Form

As the City continues to mature, there will be more infill development and redevelopment of existing properties within the Urban Core Subarea. Urban design considerations, such as building heights and massing; architectural style; public view corridors; circulation linkages, and the appearance of important gateways need to be addressed in order to balance needed urban-type revitalization and redevelopment in the area, while acknowledging and protecting stable neighborhood areas and maintaining the overall sense of place that the community identifies with.

As the City and the community, through this General Plan and other efforts, focus their attention on the revitalization and redevelopment of the Urban Core, the issue of urban form and attendant community character will be of key importance in striking an acceptable balance between the new projects and activities that will shepherd in the needed and desired changes, and the shaping of those in a manner that retains important, key character elements. Guiding policies on urban design and form will help to implement the General Plan's vision of how the City should grow, what visitors' first impressions of the City should be, and how to improve the overall image and amenities in western Chula Vista.

Policies addressing these design considerations are found in Section 9.4, Urban Core Subarea, and Section 9.5, District and Focus Areas, of this element. Also refer to Section 7.2, Urban Design and Form and 7.6, Enhancing Community Image, of this element for City-wide objectives and policies addressing urban design and form; community image and identity; gateways; streetscapes; and quality design. Background discussions on Community Image and Character, and Urban Design and Form can be found in Sections 3.0 and 7.2 of this LUT Element, accordingly.

9.4 Urban Core Subarea-Wide Planning Factors, Objectives, and Policies

Description of Subarea

The Urban Core Subarea is generally bounded by Interstate 5 on the west, C Street on the north, Second Avenue on the east, and L Street on the south. The Urban Core Subarea functions as the business, shopping, and government center of Chula Vista and contains the City's oldest established residential neighborhoods (see Figure 5-26).

Existing Conditions

The Urban Core Subarea has three major commercial streets that offer different types of shopping: (1) Broadway's auto-oriented commercial strip malls, auto repair and service uses, and lodging; (2) H Street's Chula Vista Center (regional shopping mall), Scripps medical facilities, and other professional offices, restaurants and businesses; and (3) Downtown Third Avenue's pedestrian-oriented specialty shops, restaurants, and small businesses that primarily serve local residents. The City's Civic Center; central library; police headquarters; and the South County Regional Government Center are also located in the Urban Core Subarea, along with two urban-style passive parks and three elementary schools; one junior high school; and one high school. A variety of housing types are located in the Urban Core Subarea's neighborhoods, including single-family detached, multi-family apartments and condominiums, and mobile homes. Some of the neighborhoods are in transition, adding multi-family housing in accordance with allowable land use designations or upgrading the existing housing, while other neighborhoods remain stable with relatively little change.

Interstate 5 and the San Diego trolley line form the Urban Core Subarea's west edge, while the Bayfront Planning Area and San Diego Bay lay just beyond. Due to at-grade trolley crossings on City streets, vehicular traffic delays and backups occur on some major streets such as E and H Streets

Vision for the Urban Core Subarea

The Urban Core Subarea has developed into a vibrant area, with housing; shops; restaurants; entertainment; and activities that attract from eastern Chula Vista and city-wide. Higher density housing, shopping, and job centers are located near the major transit stations, including E Street and Interstate 5; H Street and Interstate 5; and near Third Avenue and H Street. These key activity nodes give people transportation choices, encourage the use of mass transit, and help to reduce vehicular traffic. They are accentuated by landmark building design, and for the two Transit Focus Areas at E Street/Interestate 5 and H Street/Interestate 5, strategic use of some taller (high-rise) structures that draw attention, and provide unique identities for these important gateway entrances to the urban core, the bayfront. A network of linked urban parks and plazas creates pleasant pedestrian routes and provides areas for community activities. Increased population (residents and workers) in the Urban Core Subarea has created opportunities for more shops and a variety of restaurants. Entertainment and cultural arts are housed in new and renovated buildings, offering both day and evening activities. The streets are bustling with shoppers and people enjoying outdoor dining or heading to entertainment venues.

A grade-separated trolley line at E and H Streets has improved the flow of east-west traffic, while a local shuttle provides frequent service between Urban Core Subarea activity centers. The Bus Rapid Transit (BRT) line allows residents in the East Planning Area convenient access to the Urban Core Subarea.

F Street is a pedestrian-oriented promenade that links Third Avenue; the Civic Center; Broadway; the E Street transit center; and the Bayfront Planning Area with themed landscaping and public art. The freeway crossings of Interstate 5 have been widened to accommodate additional pedestrian use, and entryways into the Urban Core Subarea are enhanced and inviting. Chula Vista's Urban Core Subarea has matured into an urban, pedestrian-oriented, active area that continues to be the primary economic, governmental, and social focal point of the south San Diego County region.

Objective - LUT 49

Encourage redevelopment, infill, and new development activities within the Urban Core Subarea that will provide a balance of land uses, reinforce its identity as Chula Vista's central core, and complement land uses in other planning areas, including the Bayfront and East Planning Areas.

Policies

Uses

LUT 49.1 Focus mixed commercial/residential uses; neighborhood-oriented retail; employment opportunities; and civic and quasi-public uses around urban transit stations and focus areas, while protecting and preserving surrounding, low-density neighborhoods from the encroachment of incompatible land uses.

LUT 49.2 Encourage both commercial and residential development in the area surrounding existing trolley stations and future Bus Rapid Transit (BRT) stations.

LUT 49.3 Transit-oriented development of infill and revitalization sites should redevelop underutilized parcels and incorporate existing surrounding uses into the form and function of the transit-oriented development.

LUT 49.4 Encourage new commercial development to accommodate a broad range of uses that serve the needs of adjacent residents, promote neighborhood activity, and are compatible with adjacent neighborhoods.

LUT 49.5 Encourage the provision of businesses that serve residents within walking distance of homes.

LUT 49.6 Discourage unwarranted intrusion of uses that weaken the attractiveness of continuous retail frontage in pedestrian shopping areas.

LUT 49.7 Ensure that all residential development provides sufficient parking, particularly in high-density residential projects, either on-site and/or through creative solutions, such as shared parking.

LUT 49.8 Encourage parking strategies noted in Section 7.15 of the Land Use and Transportation Element.

LUT 49.9 Determine the appropriateness of centralized and shared parking structures, and, where suitable, encourage their development.

LUT 49.10 Support the development of public and private recreation and urban parks that include pedestrian-oriented plazas, benches, other streetscape amenities and, where appropriate, landscaped play areas.

Intensity/Height

LUT 49.11 Establish locations within Focus Areas where the permitted heights and densities are greater than in locations adjacent to single-family areas.

LUT 49.12 Establish standards for transitions in building height that respond to public view corridors and proximity to single-family areas.

LUT 49.13 Limit high-rise development to the two transit-oriented mixed use areas near the E Street and H Street transit stations, subject to the provisions of the LUT Section 7.2 in the Land Use and Transportation Element.

LUT 49.14 Conduct a special study to examine the potential for higher land use intensities and taller buildings along the H Street Transit Focus Corridor between Interstate 5 and Fourth Avenue, and that will also address compatibility issues with adjacent stable, neighborhoods. The precise boundaries will be established at the time of the study, and all land use policies within this General Plan shall apply, until modified, as a result of study findings and appropriate amendments to this Plan. (Also see LUT 2.6.)

Design

LUT 49.15 Recognize that different portions of the Urban Core Subarea have a desirable character, and develop specific plans and programs to strengthen and reinforce their uniqueness. Develop land use; density; special design features; and building guidelines for appropriate Focus Areas.

LUT 49.16 Prepare urban form guidelines and standards for development as part of the Urban Core Specific Plan.

LUT 49.17 Establish policies, development standards and/or design guidelines in the Urban Core Specific Plan to address where high-rise buildings should be concentrated, how to establish and/or reinforce pedestrian-scaled development, and how site and building design should respond to public view corridors.

LUT 49.18 With the adoption of the Urban Core Specific Plan, establish design standards for mixed use development that achieves a high-quality, pedestrian-scaled environment and promotes side or rear located parking areas, streetfront windows and entries, and public and private open space.

LUT 49.19 With the adoption of the Urban Core Specific Plan, create a pedestrian-oriented realm by requiring retail or public uses at the ground floor of buildings.

LUT 49.20 Encourage the linkage and integration of new development with existing neighborhoods by means of open space areas, parks, and pathways as a means of enhancing pedestrian connections

LUT 49.21 Where a park, natural open space, or urban open space exists adjacent to or near a transit-oriented development, these features should be incorporated into the development as open space amenities.

LUT 49.22 Require that the ground floor of parking structures located along primary street frontages in pedestrian-oriented districts be designed to promote pedestrian activity, and, where appropriate, incorporate retail uses.

LUT 49.23 Specific Plans should identify building and site design guidelines for commercial or mixed use areas to include the height above which buildings must step back, the location of the building's horizontal articulation; and other design elements.

LUT 49.24 Reinforce or encourage the establishment of strong pedestrian orientation in designated districts, activity centers, and pedestrian-oriented Focus Areas, so that these areas may serve as a focus of activity for the surrounding community and a focus for investment in the community.

LUT 49.25 Ensure sufficient cultural and community public facilities, parks and recreation space within the Urban Core Subarea.

LUT 49.26 Consider enhancing recreation facilities within existing parks to meet recreation needs, and locating community centers within mixed use projects.

Amenities

LUT 49.27 Community amenities to be considered for the Urban Core Subarea as part of any amenities program should include, but not be limited to, those listed in LUT Policy 27.1.

9.5 District and Focus Area Planning Factors, Objectives, and Policies

The following section discusses the improvements proposed for the Urban Core's five Districts and their Focus Areas. It also contains the appropriate policies that will guide implementation of the improvements.

9.5.1 Downtown Third Avenue District

Description of District

The Downtown Third Avenue District is in the core area of Chula Vista, where retail, office and civic activities are located in the traditional northern Third Avenue business district. These older buildings also have some residences on the second stories. The Downtown Third Avenue District is generally defined on the north by E Street, on the south by H Street, on the east by Second Avenue, and on the west by Fourth Avenue (Figure 5-28).

Existing Conditions

The Downtown Third Avenue District is characterized by the traditional Third Avenue business district consisting of shops and offices and wide sidewalks along Third Avenue, as well as smaller residential housing units in surrounding streets. Several civic facilities are located within a "Civic Focus Area" near the Civic Center complex in the Downtown Third Avenue District, including the central library, the police headquarters, the fire headquarters and City Hall.

Vision for District

The Downtown Third Avenue District is an exciting urban enclave with restaurants; evening entertainment; unique shops; and a cultural arts emphasis. Its urban residential neighborhood environment is served by several parks and open space features that create a special identity as the centerpiece of the City. A network of pedestrian paths links parks, urban plazas, and the Civic Center complex to a new pedestrian-oriented promenade extending along F Street between the Downtown Third Avenue District and the Bayfront.

Third Avenue between E and G Streets remains a pedestrian-scaled area of specialty shops, services, and restaurants; however, small offices and multi-family housing have redeveloped above the retail uses, adding to the district's vitality. Buildings along Third Avenue's immediate street frontage are predominately low-rise to maintain the traditional character, while the mid-rise apartments and condominiums behind them are stepped back from the facade. East of Third Avenue, building heights are sensitively stepped down to visually blend with the adjacent existing residential neighborhood. West of Third Avenue is a higher density residential neighborhood with some offices and retail services.

The Civic Center complex surrounding the intersection of Fourth Avenue and F Street is strengthened through the linking of civic uses by parks, promenades, and local transportation systems.

Redevelopment of the Downtown Third Avenue District has resulted in mixed land uses (i.e., residential, office, and retail), and has retained important traditional aspects, primarily along Third Avenue and connecting to the Civic Center complex located near the intersection of Fourth Avenue and F Street.

Objective - LUT 50

Provide for the redevelopment and enhancement of the Downtown Third Avenue District as a lively, higher density, mixed use area, while preserving the important elements that contribute to the charm and character of traditional Third Avenue.

Policies

Uses

LUT 50.1 Emphasize making the downtown a focal point for the City within a pedestrian-friendly environment.

LUT 50.2 Encourage higher density residential development in the Downtown Third Avenue District to increase market support for businesses and to extend the hours of downtown activity.

LUT 50.3 Redevelopment of Third Avenue between E and H Streets should contribute toward creating a pedestrian-oriented mixed use retail environment with a focus on providing cultural and entertainment uses.

LUT 50.4 Along the Third Avenue corridor, strive for a distribution of uses within the Mixed Use Residential designation to be mostly retail and residential, with some limited office, in the proportions generally shown below:

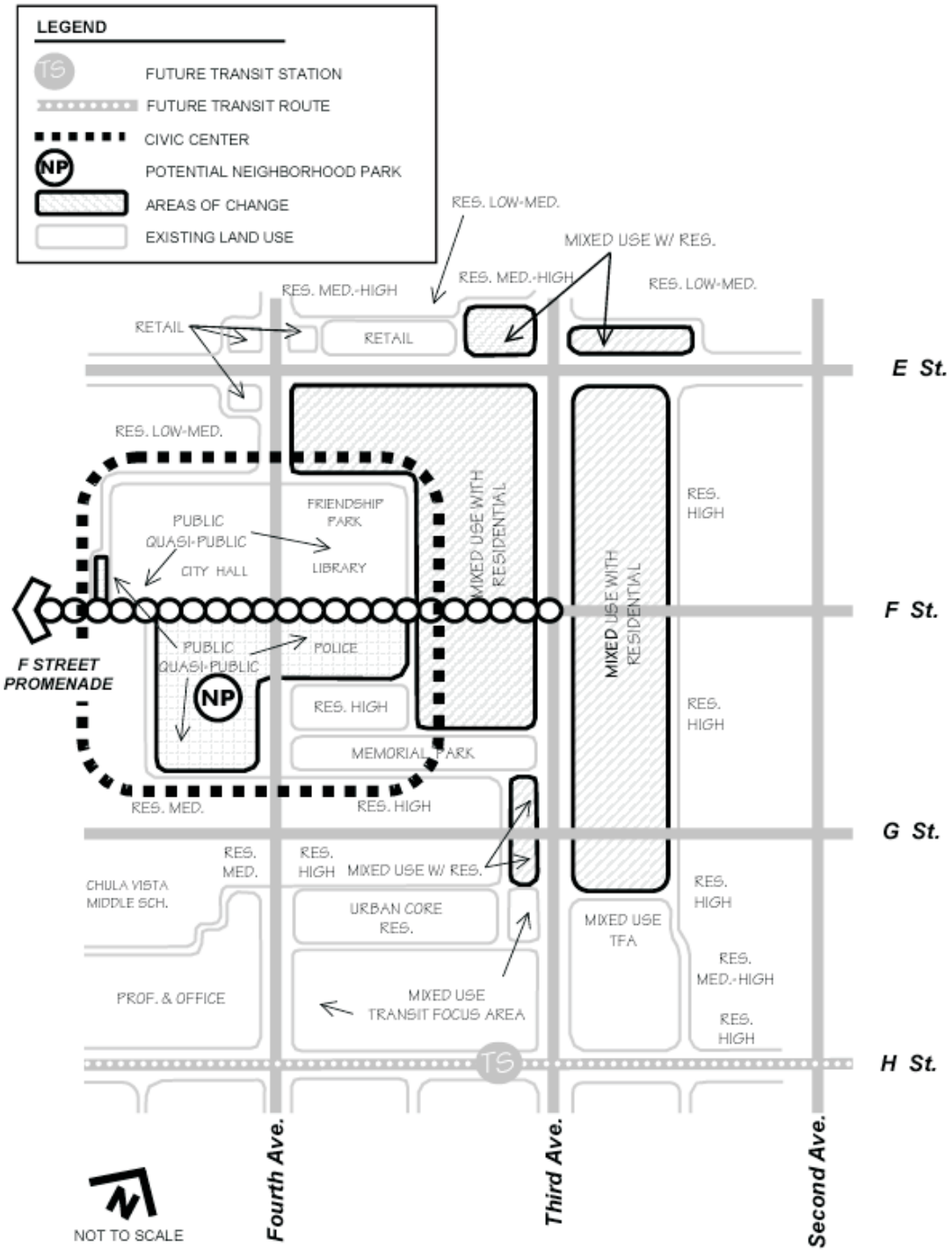

LEGEND
FUTURE TRANSIT STATION
FUTURE TRANSIT ROUTE
CIVIC CENTER
POTENTIAL NEIGHBORHOOD PARK
AREAS OF CHANGE
EXISTING LAND USE
RES. LOW-MED.
MIXED USE W/ RES.
RES. MED.-HIGH
RES. MED.-HIGH
RES. LOW-MED.
RETAIL
RETAIL
E St.
RES. LOW-MED.
PUBLIC
QUASI-PUBLIC
FRIENDSHIP PARK
CITY HALL
LIBRARY
MIXED USE WITH RESIDENTIAL
RES. HIGH
F St.
F STREET PROMENADE
PUBLIC
QUASI-PUBLIC
POLICE
NP
RES. HIGH
MEMORIAL PARK
MIXED USE WITH RESIDENTIAL
RES. HIGH
RES. MED.
RES. HIGH
G St.
RES. MED.
RES. HIGH
MIXED USE W/ RES.
CHULA VISTA MIDDLE SCH.
URBAN CORE RES.
MIXED USE TFA
RES. HIGH
RES. MED.-HIGH
PROF. & OFFICE
MIXED USE TRANSIT FOCUS AREA
RES. HIGH
TS
H St.
Fourth Ave.
Third Ave.
Second Ave.
NOT TO SCALE

Figure 5-28

LUT 50.5 Along the frontage of Third Avenue between E and G Streets, land uses shall be primarily ground floor retail, with residential above.

LUT 50.6 East and west of the Third Avenue corridor, strive for a distribution of uses within the Mixed Use Residential designation to be mostly residential, with retail and limited offices, in the proportions generally shown below:

LUT 50.7 East of Third Avenue, including both sides of Del Mar Avenue, land uses shall include retail, offices, and multi-family residential.

LUT 50.8 West of the Third Avenue corridor, the Mixed Use Residential designation shall consist of primarily higher density residential, with limited retail services and office.

LUT 50.9 On E Street between Third and Fourth Avenues, land uses shall continue to be primarily retail.

Intensity/Heights

LUT 50.10 In the Third Avenue District, the commercial (retail and office) portion of the Mixed Use Residential designation is intended to have a district-wide aggregate FAR of 1.0. Subsequent specific plans or zoning ordinance regulations will establish parcel-specific FARs that may vary from the district-wide aggregate (refer to Section 4.9.1, Interpreting the Land Use Diagram, for a discussion of district-wide versus parcel-specific FAR).

LUT 50.11 In the Third Avenue District, residential densities within the Mixed Use Residential designation are intended to have a district-wide gross density of 40 dwelling units per acre.

LUT 50.12 Along the immediate street frontage of the Third Avenue corridor, primarily between E and G Streets, buildings shall be predominantly low-rise, with mid-rise allowed, provided that upper stories are stepped back from the facade and are architecturally compatible with surrounding development.

LUT 50.13 On the east side of the Third Avenue corridor, primarily between E and G Streets, building heights shall step down to create a transition to the adjacent low-rise development east of Del Mar Avenue.

LUT 50.14 West of the Third Avenue corridor, building heights should be predominantly mid-rise.

Design

LUT 50.15 The Urban Core Specific Plan, or a subsequent master plan, should address design issues for areas around the Civic Center complex to reinforce its function as a community-oriented complex that also complements and is integrally connected to Third Avenue, including pedestrian routes to link existing and future park facilities with existing and future civic uses. Design guidelines shall establish theme elements, including signage; park and street furniture; decorative paving; light standards; etc., to create a stronger sense of place and enhanced pedestrian linkages.

LUT 50.16 As part of the Urban Core Specific Plan, development standards and guidelines in the Downtown Third Avenue District shall support the intended village character along Third Avenue and ensure compatibility with residential neighborhoods immediately adjacent to redevelopment sites.

LUT 50.17 Establish a pedestrian paseo along F Street that will link downtown with the Interstate 5 Corridor and the Bayfront.

Amenities

LUT 50.18 Consider use of a cultural facility density bonus or incentive to increase space for amenities such as those listed in LUT 27.1.

Objective - LUT 51

Maintain Downtown Third Avenue as a focal point for the City so that it continues to express the City's history, provides a venue for cultural vitality, and retains its role as a center for social, political, and other civic functions.

Policies

LUT 51.1 Increase the opportunities available for evening activities in the Downtown Third Avenue District.

LUT 51.2 Provide opportunities for craftspeople, artists, and performing artists in Chula Vista to display and perform their work.

LUT 51.3 Provide cultural activities and opportunities for diverse ethnic, age, and social groups.

LUT 51.4 Increase the supply of suitable space for fine arts and performing arts organizations in the downtown.

LUT 51.5 Maintain the Civic Center complex as a cohesively designed, well-maintained, and secure place for community activities, cultural and educational uses, as well as essential civic functions and facilities.

9.5.2 H Street Corridor District

Description of District

The H Street Corridor District consists of H Street and the surrounding area generally bounded by Broadway and Third Avenue on the west and east, and G and I Streets on the north and south. The H Street Corridor District has two Focus Areas: the Chula Vista Center Focus Area and the H Street Office Focus Area (see Figure 5-29), which are discussed separately in Sections 9.5.3 and 9.5.4 of this element.

Existing Conditions

The H Street Corridor District includes the Chula Vista Center shopping mall; medical facilities; South County Regional Complex; offices; commercial businesses; and some residential.

Vision for District

The H Street Corridor District connects the H Street gateway and Broadway commercial corridor with downtown Third Avenue, and includes a mixed use area with offices, shopping, and multi-family housing in a high-intensity, transit-oriented development pattern near the Third Avenue transit station. A redeveloped Chula Vista Center shopping mall includes some high-density residential housing, substantial office space, and a transit station.

H Street functions as a multi-modal boulevard and major circulation route, linking eastern Chula Vista to the west. Bus Rapid Transit (BRT) links the H Street trolley station to communities in the east, with two BRT stops on H Street providing convenient transit access for commuters, shoppers, and residents. In addition to an active commuter hub, the Third Avenue and H Street transit station area functions as a landmark architectural entry statement for an active downtown mixed use district. Building heights within the H Street Corridor include low-rise and mid-rise.

This will be important with H Street emerging as a transit corridor and major link between the Bayfront, Broadway and Downtown; and the existence of major activity nodes like the Chula Vista Center, medical facilities at Scripps, and the South County Regional Center. A special study to evaluate the potential for increased land use intensities and taller building forms will be conducted subsequent to adoption of this plan (see Section 7.2 and Figure 5-18).

9.5.3 Chula Vista Center Focus Area

Description of Focus Area

The Chula Vista Center Focus Area (see Figure 5-29) extends from G Street on the north to I Street on the south, and from Broadway on the west to Fourth Avenue on the east.

H Street Corridor District

Chula Vista Center Focus Area

H Street Office Focus Area

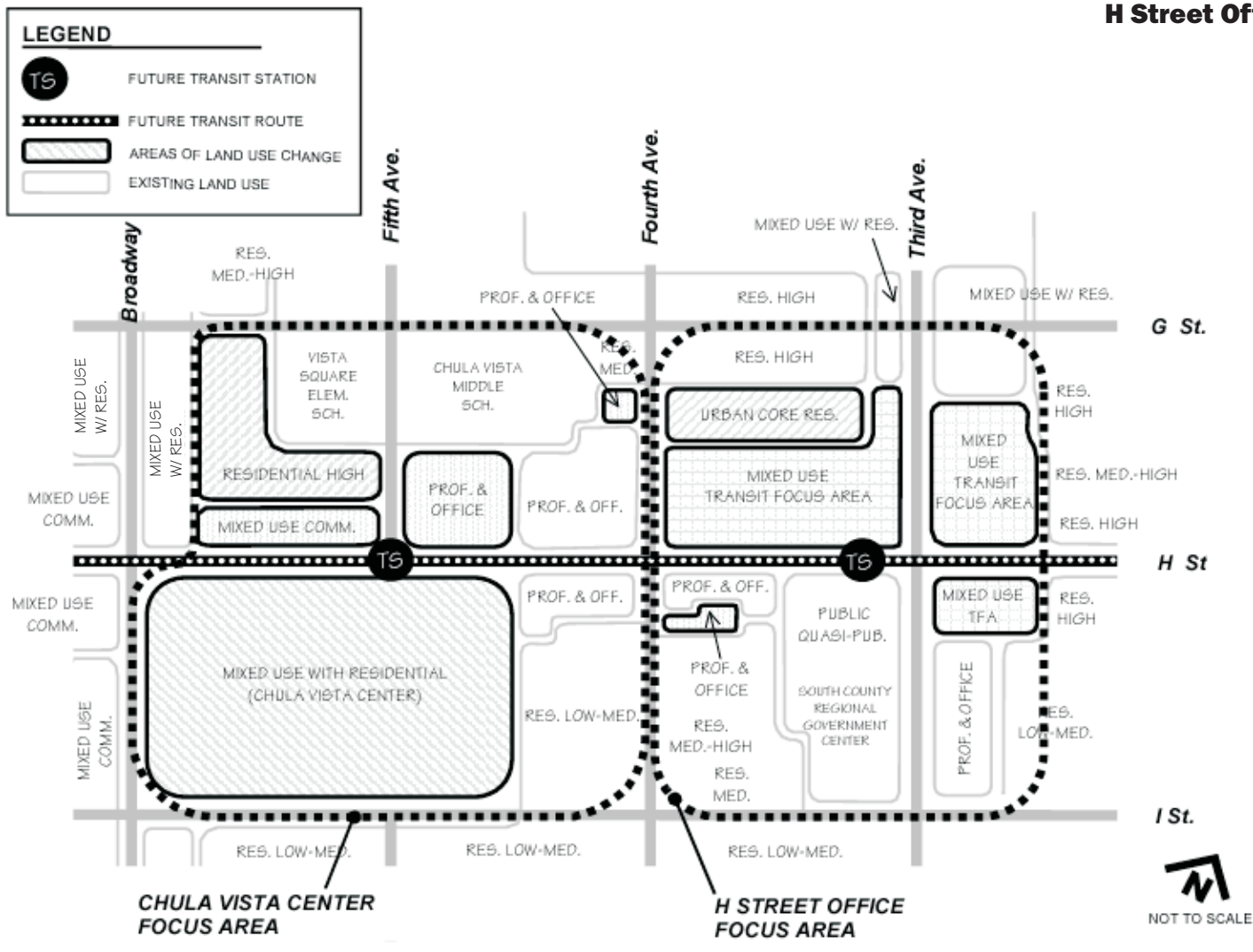


Figure 5-29

Existing Conditions

The Chula Vista Center, located on the south side of H Street, is a regional shopping mall with approximately 878,000 square feet of shops and restaurants, and is surrounded by large parking areas typical of suburban shopping malls. On the north side of H Street is the Scripps Medical Center, a large parking lot, and various small commercial businesses on shallow depth lots fronting H Street. North of H Street are some residences, the Vista Square Elementary School, and Chula Vista Middle School.

Visions for Focus Area

South of H Street - A Bus Rapid Transit (BRT) station is located on H Street in the vicinity of Fifth Avenue, adjacent to a comprehensive redeveloped Chula Vista Center. Large-scale retail businesses have, over time, relocated to the west of Broadway and south of H Street, within the H Street Gateway Focus Area, creating a regional shopping center with exposure to Interstate 5 and easy access from H Street. Under this scenario, the land currently occupied by Chula Vista Center redevelops into a mixed-use area consisting of smaller scale local-serving retail shops, high-density residential housing, offices, and a large cultural arts facility and large public plaza/park near Broadway. This bold vision requires acquisition of substantial existing retail and residential properties in the H Street Gateway Focus Area, as well as the relocation of Chula Vista Center.

Should this vision not materialize over time, it is envisioned that the Chula Vista Center would continue to function as a regional shopping mall, but would become a more vibrant mixed use area with added retail and office space along Broadway and H Street to complement existing retail uses, and multi-family residential housing, mainly along the I Street frontage. Building heights on the south side of H Street will be primarily low-rise with some mid-rise buildings under either scenario.

North of H Street - The area north of H Street between Broadway and Fifth Avenue consists of commercial mixed use, primarily ground floor retail with some offices. This segment has been redeveloped into retail/office mixed use, requiring expanding lot depths to include a strip of existing properties along the south side of Otis Street. North of Otis Street, extending to G Street, residential density is increased to provide additional multi-family housing.
Between Fourth and Fifth Avenues, also north of H Street, substantial office space is expanded. This reinforces past land uses and takes advantage of the BRT to connect this employment center to housing areas in the west and east. Building heights within Chula Vista Center Focus Area north of H Street are low-rise, with some mid-rise buildings.

Between Fourth and Fifth Avenues, also north of H Street, substantial office space is expanded. This reinforces past land uses and takes advantage of the BRT to connect this employment center to housing areas in the west and east. Building heights within Chula Vista Center Focus Area north of H Street are low-rise, with some mid-rise buildings.

Objective - LUT 52

Encourage redevelopment of the Chula Vista Center, as well as properties north of H Street, with a mix of land uses that will reinforce H Street as a future planned transit boulevard and gateway corridor, and establish the area as a significant public gathering space and vibrant mixed use area.

Policies

Uses

LUT 52.1 With successful relocation of the large regional retail uses to the H Street Gateway Focus Area (west of Broadway and south of H Street), strive for a distribution of uses within the Mixed Use Residential designated area on the current Chula Vista Center site to be mostly residential with some retail, office and public uses, as generally shown on the chart below:

LUT 52.2 With successful relocation of the large regional retail uses to the H Street Gateway Focus Area (west of Broadway and south of H Street), establish a master plan for redevelopment of the current Chula Vista Center site that acknowledges the above land use mix, and addresses complementary uses to the new planned regional shopping center within the H Street Gateway Focus Area.

LUT 52.3 In such instance as conditions under policies LUT 52.1 and 52.2 do not materialize, strive for a distribution of uses within the Mixed Use Residential designation for the Chula Vista Center area to be mostly retail with some offices and residential, as generally shown on the chart below:

LUT 52.4 With retention of the Chula Vista Center shopping mall, establish a master plan for redevelopment of the current Chula Vista Center site to introduce the residential and office components, and to address connections and complementary retail land use relationships to the new commercial center planned in the H Street Gateway Focus Area, to the west of Broadway under Objective LUT 56.

LUT 52.5 On the north side of H Street, between Broadway and Fifth Avenue, strive for a distribution of uses within the Mixed Use Commercial designation with retail and office in the proportions generally shown below:

Intensity/Height

LUT 52.6 In the Chula Vista Center Focus Area, residential densities within the Mixed Use Residential designation are intended to have a Focus Area-wide gross density of 40 dwelling units per acre.

LUT 52.7 In the Chula Vista Center Focus Area, the commercial (retail and office) portion of the Mixed Use Residential designation is intended to have a Focus Area-wide aggregate FAR of 1.0. Subsequent specific plans or zoning ordinance regulations will establish parcel-specific FARs (refer to Section 4.9.1, Interpreting the Land Use Diagram, for a discussion of Focus area-wide versus parcel-specific FAR). Building heights within the Mixed Use Residential designation shall be primarily low-rise, with some mid-rise.

LUT 52.8 In the Chula Vista Center Focus Area, within the Mixed Use Commercial designation north of H Street, a Focus Area-wide aggregate FAR of 0.5 is intended. Subsequent specific plans or zoning ordinance regulations will establish parcel-specific FARs (refer to Section 4.9.1. Interpreting the Land Use Diagram, for a discussion of Focus Area-wide versus parcel-specific FAR). Building heights within the Mixed Use Commercial designation shall be primarily low-rise, with some mid-rise.

Design

LUT 52.9 The Urban Core Specific Plan shall include comprehensive development standards and guidelines, including provisions for building setbacks; massing; architecture; and streetscape that will establish H Street as a grand boulevard, and create an inviting, pleasant and safe pedestrian experience.

LUT 52.10 Planning efforts and documents that address transit implementation along the H Street Corridor should include transit station locations; design themes; ease of pedestrian access; and user comfort.

LUT 52.11 The Urban Core Specific Plan, or other equivalent regulations, shall address design issues associated with the expanded depth of the Mixed Use Commercial designated area on the north side of H Street. Design and landscape standards shall ensure compatibility with residential uses on the north side of Otis Street.

9.5.4 H Street Office Focus Area

Description of Focus Area

The H Street Office Focus Area (see Figure 5-29) consists of the area on both sides of H Street, between Third Avenue and Fourth Avenue, including some areas just east of Third Avenue, extending north to G Street and south to I Street.

Existing Conditions

The H Street Office Focus Area is characterized by existing office uses on both sides of H Street, including the South County Regional Center on the south side of H Street and recent mixed use development on the north side. Other uses within this Focus Area along Third Avenue include a mix of retail and small offices, and a church at the northeast corner of H Street and Third Avenue. Between Third and Fourth Avenues, along Roosevelt Street, existing uses include a mix of single-family and multi-family residential units.

Vision for Focus Area

The H Street Office Focus Area is one of the three Transit Focus Areas (TFA) within the Urban Core. It is characterized by more intensive development surrounding the transit station, and serves as the southern anchor of the downtown Third Avenue activity corridor. It hosts the South County Regional Center and offices fronting on the south side of H Street, between Fourth Avenue and Third Avenue, with transit focus mixed uses on the north side of H Street, extending to Roosevelt Street and on the east and west sides of Third Avenue. To the north of Roosevelt Street, the Urban Core Residential uses transition to higher-density housing, which blends with the existing multi-family area on the south side of G Street. uses along the H Street and Third Avenue frontages within the transit focus mixed use area will include ground floor retail, substantial office space, and residential units. Residential units are located on both sides of Roosevelt Street, but densities decrease north of Roosevelt Street. Building heights throughout the district will be primarily mid-rise, reducing to low-rise structures in areas adjacent to existing development on G Street.

The intensity and density of development is accompanied by enhanced public amenities and benefits (i.e., Plazas, public areas, streetscape improvements, etc).

To ensure an appropriate urban form for the higher density and intensity of development at this important activity area, the following outcomes should be achieved through development within that area:

- Function as a major gateway to downtown Third Avenue through the use of unique architecture that symbolizes the area so that the community, as well as visitors to the City, will immediately recognize it as a gateway to downtown.

- The intensity and density of development is accompanied by enhanced public amenities and benefits (i.e., plazas; fountains; public areas; extensive streetscape improvements; etc.), and which also serve to signal the area as a gateway and gathering point.

- Building and streetscape design support transit, and pedestrian-emphasized design features provide opportunities to easily access transit and minimize the use of private vehicles.

- The urban form and regulatory standards for this area, as established through the Urban Core Specific Plan or other zoning actions, will achieve the above in consideration of the context of areas surrounding the Transit Focus Area.

Objective - LUT 53

Encourage redevelopment to be mixed use along the H Street Corridor, between Third Avenue and Fourth Avenue, within walking distance of a planned future transit station near Third Avenue and H Street.

Policies

Uses

LUT 53.1 Strive for a distribution of uses within the Mixed Use Transit Focus Area designation on the north side of H Street and on the east side of Third Avenue to be mostly residential with offices and some retail, oriented to the H Street and Third Avenue frontages, as generally shown on the chart below:

Intensity/Height

LUT 53.2 In the H Street Office Focus Area, residential densities within the Mixed Use Transit Focus Area designation are intended to have a Focus Area-wide gross density of 60 dwelling units per acre, and are encouraged to develop at the high end of the density range provided that projects meet pedestrian and transit-oriented objectives and comply with the amenities provisions as presented in LUT Section 7.13.

LUT 53.3 In the H Street Office Focus Area, the commercial (retail and office) portion of the Mixed Use Transit Focus designation is intended to have a Focus Area-wide aggregate FAR of 2.0. Subsequent specific plans or zoning ordinance regulations will establish parcel-specific FARs that may vary from the Focus Area-wide aggregate (refer to Section 4.9.1, Interpreting the Land Use Diagram, for a discussion of Focus Area-wide versus parcel-specific FAR). Building heights within the H Street Office Focus Area shall primarily be mid-rise.

LUT 53.4 In the H Street Office Focus Area, residential densities within the Urban Core Residential designation are intended to have a gross density of 40 dwelling units per acre. Building heights within the Urban Core Residential designation shall be primarily low-rise, with some mid-rise buildings.

Design

LUT 53.5 The Urban Core Specific Plan, or other zoning regulations, shall establish design standards for the H Street Office Focus Area consistent with the above vision and policies.

9.5.5 Interstate 5 Corridor District

Description of District

The Interstate 5 Corridor District encompasses the area between Broadway and Interstate 5 from C Street on the north, to I Street on the south, as shown on Figure 5-26, Northwest Planning Urban Core Subarea Planning District. It is divided into four Focus Areas, including North Broadway, E Street Visitor, Harbor View, and H Street Gateway. Descriptions and policies for the overall District and each of these Focus Areas are stated below.

Existing Conditions

The Interstate 5 Corridor District is characterized by low-rise, multi-family housing extending from C to I Streets; mobile home parks between F and G Streets; three roadway connections to the Bayfront (E, F and H Streets); a lack of accessible park facilities; and poor pedestrian connectivity crossing Interstate 5 to the Bayfront or to Broadway.

Vision for District

This area has been redeveloped as a major mixed use district, with higher-density, urban-type residential in mixed use development within one quarter mile of the E and H Street trolley stations; increased neighborhood-serving commercial and some multi-family housing on Broadway; and visitor-serving uses at select nodes. The lower-density mobile home parks have been redeveloped with higher intensity housing types. A pedestrian-oriented F Street Promenade links the district to the Bayfront and to the Downtown Third Avenue District. Major links between the Urban Core and Bayfront land uses provide complementary services and economies, as well as recreational amenities for visitors and residents alike, thereby creating new vitality and interaction. Visitors to the City traveling along Interstate 5 can identify primary gateways into the City and Bayfront from afar through the identifiable presence of some high-rise structures near the freeway.

9.5.6 North Broadway Focus Area

Description of Focus Area

The North Broadway Focus Area (Figure 5-30) consists of both sides of Broadway between C and E Streets.

Existing Conditions

The North Broadway Focus Area is characterized by a variety of different land uses, including automotive-related businesses; restaurants; bars; and shops. This portion of the Interstate 5 Corridor District serves as a prominent secondary gateway for visitors from National City to the north, and provides limited access to State Route 54.

Vision for Focus Area

The North Broadway Focus Area has been redeveloped with primarily local-serving ground floor retail and higher-density residential units in a mixed use arrangement. Retail uses serve the adjacent residential neighborhoods, as well as the new residential units. Automotive uses have been transitioned out of this primarily retail segment of Broadway and replaced with residential units. Building heights for the North Broadway District are primarily low-rise.

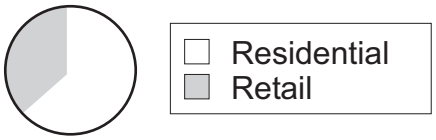
Objective - LUT 54

Encourage redevelopment activities within the North Broadway Focus Area that will result in the establishment of a pedestrian-oriented commercial corridor providing housing opportunities and local-serving compatible commercial uses.

Policies

Uses

LUT 54.1 Strive for a distribution of uses within the Mixed Use Residential designation in the North Broadway Focus Area to be primarily residential with significant retail and offices, as generally shown on the chart below:



LUT 54.2 As existing auto-oriented businesses leave the area for other locations, encourage and facilitate development of these sites for multi-family housing, with neighborhood-serving retail and commercial uses on the ground floor.

Intensity/Height

LUT 54.3 In the North Broadway Focus Area, residential densities within the Mixed Use Residential designation are intended to have a Focus Area-wide gross density of 40 dwelling units per acre.

UT 54.4 In the North Broadway Focus Area, the commercial (retail and office) portion of the Mixed Use Residential designation is intended to have a Focus Area-wide aggregate FAR of 0.5. Subsequent specific plans or zoning ordinance regulations will establish parcel-specific FARs that may vary from the Focus Area-wide aggregate (refer to Section 4.9.1, Interpreting the Land Use Diagram, for a discussion of focus area-wide versus parcel-specific FAR). Building heights on both sides of Broadway shall be primarily low-rise, with some mid-rise buildings.

Design

LUT 54.5 Encourage the upgrading of older and/or marginal retail uses in the North Broadway Focus Area.

LUT 54.6 The Urban Core Specific Plan shall include specific guidelines for the development of mixed use projects on North Broadway, between C and E Streets.

Amenities

LUT 54.7 Community amenities to be considered for the North Broadway Focus Area as part of any incentive program should include, but not be limited to, those listed in Policy LUT 27.1.

9.5.7 E Street Visitor Focus Area

Description of Focus Area

The E Street Visitor Focus Area (Figure 5-31) is characterized by the E Street Gateway from Interstate 5, which also serves as one of the primary access points to the Bayfront recreation and development areas to the west, and by the E Street trolley station. The E Street Visitor Focus Area includes the area east of Interstate 5 between D and F Streets, and both sides of Broadway between D and F Streets.

Existing Conditions

The E Street Visitor Focus Area at the gateway entrance from Interstate 5 has visitor-serving uses, including low-rise motels and restaurants, as well as apartments, office buildings, and the E Street Trolley Station. The City's former corporation yard is located on Woodlawn Avenue.

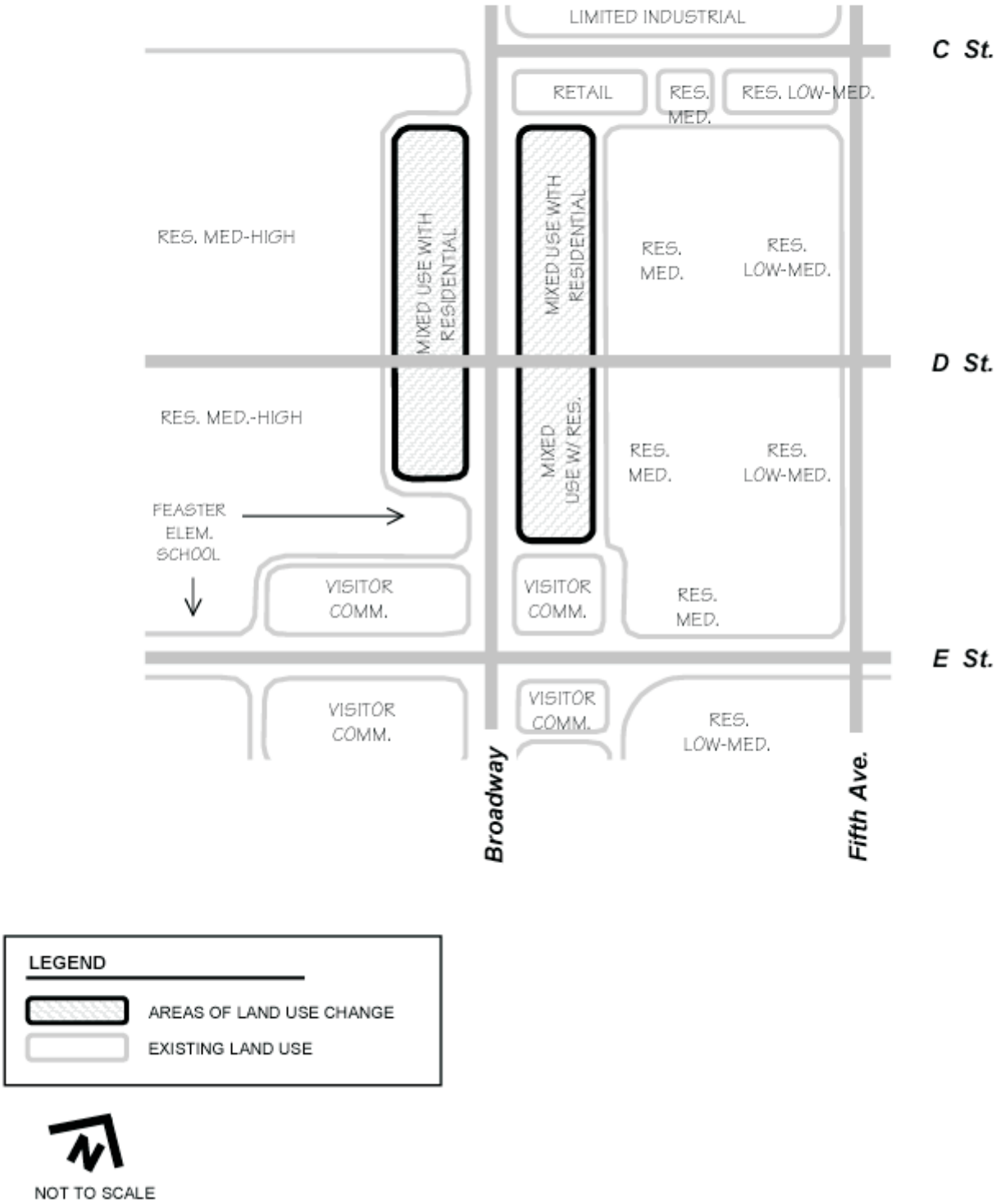

LIMITED INDUSTRIAL
C St.
RETAIL
RES. MED.
RES. LOW-MED.
RES. MED-HIGH
MIXED USE WITH RESIDENTIAL
MIXED USE WITH RESIDENTIAL
RES. MED.
RES. LOW-MED.
D St.
RES. MED.-HIGH
MIXED USE W/ RES.
RES. MED.
RES. LOW-MED.
FEASTER ELEM. SCHOOL
VISITOR COMM.
VISITOR COMM.
RES. MED.
E St.
VISITOR COMM.
VISITOR COMM.
RES. LOW-MED.
Broadway
Fifth Ave.
LEGEND
AREAS OF LAND USE CHANGE
EXISTING LAND USE
NOT TO SCALE

Figure 5-30

Vision for Focus Area

The E Street Visitor Focus Area is one of the three Transit Focus Areas (TFA) within the Urban Core, and is characterized by more intensive development surrounding the transit station. Land uses on the north side of E Street near Interstate 5 include visitor-serving uses (e.g., restaurants, hotels/motels, service stations, etc.). The area further north, also adjacent to Interstate 5, includes high-density, low-rise, multi-family development taking advantage of excellent views towards the Bayfront and the San Diego Bay. Visitor-serving land uses are on all four quadrants of the intersection of E Street and Broadway. The south side of E Street, where the trolley station is located, has transit focus mixed uses, including residential units, offices, and ground floor retail. Building heights for this focus area are primarily mid-rise, with some high-rise.

To ensure an appropriate urban form for the higher density and intensity of development at this important gateway and visitor activity area, the following outcomes should be achieved through development within that area:

- Function as a major entryway and gateway to the City through the use of unique architecture, landscaping and monumentation that symbolizes Chula Vista, and creates a strong sense of arrival for both residents and visitors.

- The intensity and density of development encouraged within this focus area must be supported by enhanced public benefits and amenities (i.e., plazas; fountains; public areas; extensive streetscape improvements, etc.) which should acknowledge use by both residents and visitors.

- Building and streetscape design support transit and emphasize features that provide opportunities to easily access transit and minimize the use of private vehicles.

- Transit-oriented design that focuses on pedestrians, and linkages to both the Bayfront and the F Street promenade, is particularly important given the existing San Diego trolley station, and the fact that a revitalized Interstate 5 Corridor District will increase the demand for transit at the E Street gateway. Designs must also take into consideration and promote grade separation of the trolley line for improved circulation for pedestrians and vehicles.

- The urban form and regulatory standards for this area as established through the Urban Core Specific Plan or other zoning actions, will achieve the above in consideration of the context of areas surrounding the TFA.

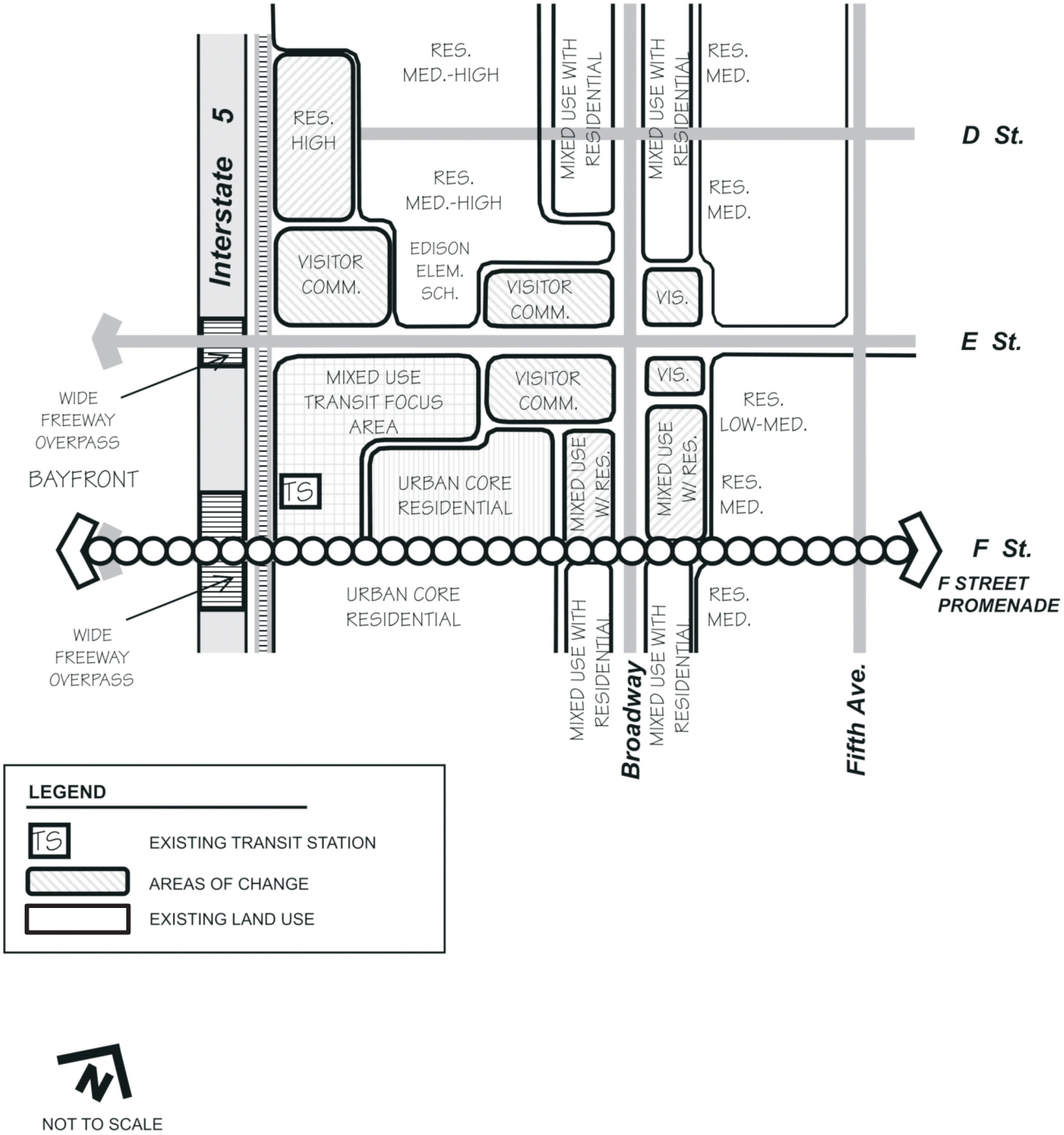

Interstate 5
RES. HIGH
RES. MED.-HIGH
RES. MED.-HIGH
MIXED USE WITH RESIDENTIAL
MIXED USE WITH RESIDENTIAL
RES. MED.
RES. MED.
D St.
VISITOR COMM.
EDISON ELEM. SCH.
VISITOR COMM.
VIS.
E St.
WIDE FREEWAY OVERPASS
BAYFRONT
MIXED USE TRANSIT FOCUS AREA
VISITOR COMM.
VIS.
RES. LOW-MED.
TS
URBAN CORE RESIDENTIAL
MIXED USE W/ RES.
MIXED USE W/ RES.
RES. MED.
F St.
F STREET PROMENADE
URBAN CORE RESIDENTIAL
RES. MED.
WIDE FREEWAY OVERPASS
MIXED USE WITH RESIDENTIAL
Broadway
MIXED USE WITH RESIDENTIAL
Fifth Ave.
LEGEND
TS
EXISTING TRANSIT STATION
AREAS OF CHANGE
EXISTING LAND USE
NOT TO SCALE

Figure 5-31

Objective - LUT 55

Encourage redevelopment of E Street between Interstate 5 and Broadway with mixed use, especially near the E Street Trolley Station, and an emphasis on visitor-serving uses, with some offices and multi-family residential.

Policies

LUT 55.1 Provide visitor-serving land uses on the north side of E Street, adjacent to Interstate 5.

LUT 55.2 Provide for the development of High Residential multi-family housing north of visitor uses on E Street, taking advantage of views to the Bayfront and beyond.

LUT 55.3 Provide for visitor-serving uses at the intersection of E Street and Broadway.

LUT 55.4 Strive for a distribution of uses within the Mixed Use Residential designation along Broadway to be retail, visitor and residential, as generally shown on the chart below:

LUT 55.5 The distribution of uses within the Mixed Use Transit Focus Area designation adjacent to the trolley station to be retail, offices, visitor and residential, as generally shown on the chart below:

Intensity/Height

LUT 55.6 In the E Street Visitor Focus Area, residential densities within the Mixed Use Transit Focus Area designation are intended to have a Focus Area-wide gross density of 60 dwelling units per acre and may be developed near the high end of the density range, provided that projects meet pedestrian and transit-oriented design objectives, and comply with the amenities provisions presented in LUT Section 7.13.

LUT 55.7 Residential densities within the Mixed Use Residential designation on Broadway are intended to have a Focus Area-wide gross density of 40 dwelling units per acre.

LUT 55.8 In the E Street Visitor Focus Area, the commercial (retail and office) portion of the Mixed Use Residential designation is intended to have a Focus Area-wide aggregate FAR of 2.0. Subsequent specific plans or zoning ordinance regulations will establish parcel-specific FARs that may vary from the Focus Area-wide aggregate (refer to Section 4.9.1, Interpreting the Land Use Diagram for a discussion of focus area-wide versus parcel-specific FAR).

Building heights on both sides of H Street shall be primarily mid-rise, with some high-rise buildings. Any high-rise buildings will be subject to discretionary review pursuant to the provisions of LUT Section 7.2.

LUT 55.9 On Broadway, within the E Street Visitor Focus Area, the commercial (retail and office) portion of the Mixed Use Residential designation is intended to have a Focus Area-wide aggregate FAR of 1.0. However, subsequent specific plans or zoning ordinance regulations will establish parcel-specific FAR's that may vary from the Focus Area-wide aggregate (refer to Section 4.9.1, Interpreting the Land Use Diagram, for a discussion of focus area-wide versus parcel-specific FAR).

Building heights on both sides of Broadway shall be primarily low-rise, with some mid-rise buildings.

LUT 55.10 Residential densities within the Urban Core Residential designation between Woodlawn Avenue and Broadway are intended to have a Focus Area-wide gross density of 40 dwelling units per acre.

Design

LUT 55.11 Encourage the upgrading of older and/or marginal retail uses along E Street and Woodlawn Avenue.

LUT 55.12 The Urban Core Specific Plan, or other zoning regulations, shall establish design standards for the Mixed Use Transit Focus Area of E Street and Woodlawn Avenue, consistent with the above vision and policies.

LUT 55.13 The Urban Core Specific Plan shall provide development standards and guidelines, including the provision of building setbacks and massing diagrams, to ensure the enhancement of a primary gateway to the City along E Street, and a pleasant and safe pedestrian experience.

LUT 55.14 Planning efforts and documents that address transit implementation along the E Street gateway should include transit station design themes, ease of pedestrian access to these stations, and user comfort.

Amenities

LUT 55.15 Pursue the construction of an expanded crossing of Interstate 5 at E Street that will provide for an enhanced pedestrian connection between land uses within the Bayfront and those east of Interstate 5, including the E Street transit station (see Figure 5-31).

LUT 55.16 Community amenities to be considered for the E Street Focus Area as part of any incentive program should include, but not be limited to, those listed in Policy LUT 27.1.

9.5.8 Harbor View Focus Area

Description of Focus Area

The Harbor View Focus Area (Figure 5-32) consists of the area extending eastward from Interstate 5 to include Broadway, between F and G Streets.

Existing Conditions

This Harbor View Focus Area is a mix of generally low-rise commercial businesses in a strip commercial arrangement, including several auto service and repair shops and discount furniture shops.

Vision for Focus Area

The Harbor View Focus Area is primarily a higher density residential area, which is compatible with and supported by mixed uses along Broadway. Located within one-quarter mile of the E Street and H Street trolley stations, the area offers excellent opportunities for transit-oriented development west of Broadway, and is near major shopping and employment centers in the Urban Core Subarea. Broadway is a mixed use area, primarily retail, with some higher density multi-family housing. Broadway is also an active entertainment area that provides services for nearby high-density residential neighborhoods and for visitor needs, such as hotels/motels and restaurants. Building heights for this district are primarily low-rise, with some mid-rise development between Broadway and Interstate 5.

Objective - LUT 56

Encourage redevelopment of the area between Interstate 5 and Broadway, bounded on the north by F Street and on the south by G Street, with predominantly high density residential, supported by mixed use along Broadway.

Policies

Uses

LUT 56.1 Strive for a distribution of uses within the area designated as Mixed Use Residential on Broadway in the Harbor View Focus Area to include retail, offices and residential, as generally shown on the chart below:

LUT 56.2 Locate a variety of high-density housing as the primary use in the Harbor View Focus Area (between Interstate 5 and Broadway), along with some retail, office, and educational uses that are compatible with housing.

Intensity/Height

LUT 56.3 In the Harbor View Focus Area, residential densities within the Mixed Use Residential and Urban Core Residential designated areas are intended to have a focus area-wide gross density of 40 dwelling units per acre for each designation.

LUT 56.4 In the Harbor View Focus Area, the commercial (retail and office) portion of the Mixed Use Residential designation is intended to have a Focus Area-wide aggregate FAR of 1.0. Subsequent specific plans or zoning ordinance regulations will establish parcel-specific FARs that may vary from the Focus Area-wide aggregate (refer to Section 4.9.1, Interpreting the Land Use Diagram for a discussion of Focus Area-wide versus parcel-specific FAR). Building heights along Broadway in the Harbor View Focus Area should be primarily low-rise, with some mid-rise buildings.

LUT 56.5 Building heights west of the Broadway frontage should be predominantly low-rise, with some mid-rise buildings.

Design

LUT 56.6 Encourage the upgrading of older and/or marginal retail uses along Broadway, between F and G Streets.

LUT 56.7 The Urban Core Specific Plan shall prepare specific design guidelines for the development of mixed use projects on Broadway, between F and G Streets.

Amenities

LUT 56.8 Provide for the development of a Neighborhood Park within or near the Harbor View Focus Area.

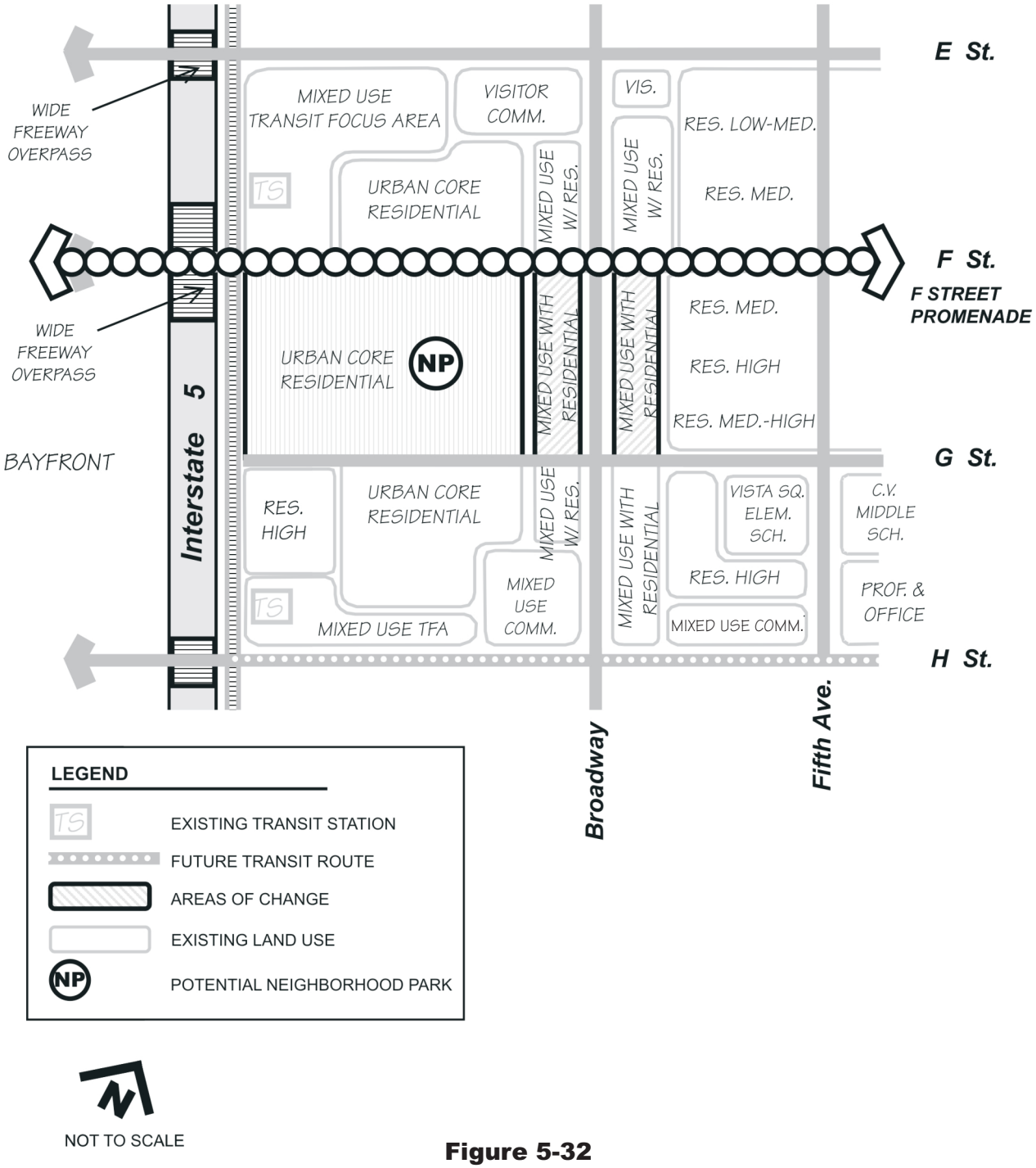

E St.
F St.
F STREET PROMENADE
G St.
H St.
Broadway
Fifth Ave.
Interstate 5
WIDE FREEWAY OVERPASS
WIDE FREEWAY OVERPASS
BAYFRONT
MIXED USE TRANSIT FOCUS AREA
VISITOR COMM.
VIS.
RES. LOW-MED.
RES. MED.
TS
URBAN CORE RESIDENTIAL
MIXED USE W/ RES.
MIXED USE W/ RES.
URBAN CORE RESIDENTIAL
NP
MIXED USE WITH RESIDENTIAL
MIXED USE WITH RESIDENTIAL
RES. MED.
RES. HIGH
RES. MED.-HIGH
RES. HIGH
URBAN CORE RESIDENTIAL
MIXED USE W/ RES.
MIXED USE WITH RESIDENTIAL
VISTA SQ. ELEM. SCH.
C.V. MIDDLE SCH.
RES. HIGH
TS
MIXED USE TFA
MIXED USE COMM.
MIXED USE COMM.
PROF. & OFFICE
LEGEND
TS EXISTING TRANSIT STATION
FUTURE TRANSIT ROUTE
AREAS OF CHANGE
EXISTING LAND USE
NP POTENTIAL NEIGHBORHOOD PARK
NOT TO SCALE

Figure 5-32

9.5.9 H Street Gateway Focus Area

Description of Focus Area

The H Street Gateway Focus Area (Figure 5-33) consists of the area along both sides of H Street from Interstate 5 to Broadway, extending north to G Street and south to I Street. The Focus Area also includes the west side of the Broadway frontage.

Existing Conditions

This area is a mixture of generally low-rise commercial businesses fronting H Street and Broadway. The H Street trolley station is at the northeast corner of Interstate 5 and H Street. Primarily multi-family housing exists north of the H Street frontage to G Street, and single-family residential units exist south of the H Street frontage to I Street. H Street is currently four lanes, but will need to be widened to accommodate vehicles, transit and pedestrians.

Vision for Focus Area

The H Street Gateway Focus Area (Figure 5-32) is one of the three Transit Focus Areas (TFA) within the Urban Core, and is characterized by more intensive development surrounding the transit station. It serves as a particularly important major gateway to western Chula Vista and the Bayfront area from Interstate 5. It also functions as a major transportation corridor and hub where key east/west Bus Rapid Transit (BRT) service intersects with major north/south routes at the H Street Trolley Station. Land uses on the north side of H Street near Interstate 5, where the trolley station is located, are characterized by high-intensity transit focus mixed uses, including higher density residential units, offices, and ground floor retail. Visitor-serving land uses are in the westerly quadrants of H Street and Broadway. Building heights for this Focus Area are primarily mid-rise, with some high-rise closer to Interstate 5. H Street is a transit boulevard incorporating BRT facilities in its design. In addition, H Street functions as a pedestrian route linking the Urban Core Subarea with the Bayfront.

The south side of H Street, extending from Interstate 5 to Broadway, and south to I Street, is redeveloped as a regional shopping center that either replaces or complements the Chula Vista Center, provided that existing retail and residential properties are acquired for this purpose. Under this scenario the regional center is enhanced by better exposure and freeway access, and improved circulation along H Street provided by a reduced number of controlled access points.

The regional center is complementary to Bayfront uses west of Interstate 5, and accessible to and from the H Street Trolley Station. Building heights for the area south of H Street are primarily mid-rise, with some high-rise focused closer to Interstate 5 and H Street. Residential neighborhoods south of I Street and the existing elementary school have been sufficiently buffered from the regional center.

If existing retail and residential properties in this location are not acquired for purposes of creating a new regional shopping center, then the H Street Gateway Focus Area, south of H Street and west of Broadway, will redevelop as a transit focus mixed use area with higher density residential housing, offices, and ground floor retail uses located closer to H Street within walking distance of the H Street Trolley Station.

To ensure an appropriate urban form for the higher density and intensity of development at this important gateway, visitor and transit hub, the following outcomes should be achieved through development within that area:

- Function as a major entryway and gateway to the City through the use of unique architecture, landscaping and monumentation that symbolizes Chula Vista, and creates a strong sense of arrival for both residents and visitors.

- The intensity and density of development encouraged within this focus area must be supported by enhanced public benefits and amenities (i.e., plazas; fountains; public areas; extensive streetscape, and landscape improvements, etc.), which signify H Street as an important gateway, and acknowledge use by both residents and visitors. Particular attention should be given to deck improvements over Interstate 5 in creating an inviting pedestrian-friendly crossing to the Bayfront.

- Building and streetscape design must support transit and emphasize features that provide opportunities to easily access transit.

- Transit-oriented design that focuses on pedestrians, and linkages to both the Bayfront and easterly along H Street to Chula Vista Center and downtown Third Avenue is particularly important to creating continuity for this major corridor. Designs must also take into consideration and promote grade separation of the trolley line for improved circulation for both pedestrians and vehicles.

- The urban form and regulatory standards for this area, as established through the Urban Core Specific Plan or other zoning actions, shall achieve the above in consideration of the context of areas surrounding the TFA.

Objective - LUT 57

Encourage redevelopment of the area between Interstate 5 and Broadway, between G Street and H Street, emphasizing transit-oriented mixed use near the H Street Trolley Station and reinforcing H Street as a major gateway and transit boulevard.

Policies

Uses

LUT 57.1 Strive for a mix of land uses within the Mixed Use Residential designated area along Broadway, north of H Street to be primarily retail with some offices and residential, as generally shown on the chart below:

LUT 57.2 Strive for a mix of land uses within the Mixed Use Transit Focus Area designated area north of H Street to be retail; offices; visitor; and residential; as generally shown on the chart below:

Intensity/Heights

LUT 57.3 In the H Street Gateway Focus Area, residential densities within the Mixed Use Transit Focus Areas north of H Street are intended to have a Focus Area-wide gross density of 60 dwelling units per acre, and are encouraged to develop near the high end of the density range, provided that projects are found to be compatible with pedestrian and transit-oriented design objectives.

LUT 57.4 In the H Street Gateway Focus Area north of H Street, the commercial (retail and office) portion of the Mixed Use Transit Focus Area designation is intended to have a Focus Area-wide aggregate FAR of 1.5. Subsequent specific plans or zoning ordinance regulations will establish parcel-specific FARs (refer to Section 4.9.1, Interpreting the Land Use Diagram, for a discussion of Focus Area-wide versus parcel-specific FAR).

Building heights on the north side of H Street in the Mixed Use Transit Focus Area should be primarily mid-rise, with some high-rise buildings. Any high-rise buildings will be subject to discretionary review pursuant to the provisions of LUT Section 7.2.

LUT 57.5 In the H Street Gateway Focus Area, residential densities in the Urban Core Residential designation north of the H Street trolley station will have an area-wide gross density of 40 dwelling units per acre. Building heights shall be a mix of low- and mid-rise. The residential density in the Residential High designation north of the H Street trolley station is up to 27 dwelling units per gross acre, with primarily low-rise buildings.

Design

LUT 57.6 Encourage the upgrading of older and/or marginal retail uses along H Street and Broadway.

LUT 57.7 The Urban Core Specific Plan, or other zoning regulations, shall establish design standards for the Mixed Use Transit Focus Area, and other mixed-use projects on H Street and on Broadway, consistent with the above policies and vision.

LUT 57.8 The Urban Core Specific Plan shall include development standards and guidelines, including the provision of building setbacks and massing diagrams to ensure the enhancement of a primary gateway to the City and the establishment of a grand transit boulevard along H Street, as well as to ensure a pleasant and safe pedestrian experience.

LUT 57.9 Planning efforts and documents that address transit implementation along the H Street Gateway should include transit station design themes, pedestrian ease of access to these stations, and user comfort.

Amenities

LUT 57.10 Community amenities to be considered for the H Street Gateway Focus Area as part of any incentive program should include, but not be limited to those listed in Policy LUT 27.1.

LUT 54.11 Pursue the construction of an expanded crossing of Interstate 5 at H Street that will provide for an enhanced pedestrian connection between land uses within the Bayfront and those east of Interstate 5, including the H Street transit station (see Figure 5-33).

LUT 54.12 Community amenities to be considered for the E Street Focus Area as part of any incentive program should include, but not be limited to, those listed in Policy LUT 27.1.

Objective - LUT 58

Encourage redevelopment of the area between Interstate 5 and Broadway, between H Street and I Street, as a regional shopping center or transit focus mixed use area that will complement redevelopment of the existing Chula Vista Center, and reinforce H Street as a major gateway and transit boulevard.

Policies

Uses

LUT 58.1 Should relocation of the large regional retail uses to the H Street Gateway Focus Area occur, south of H Street, strive for a distribution of uses within the Mixed Use Transit Focus Area designation south of H Street to be retail, with some offices and residential, as generally shown on the chart below:

LUT 58.2 Through adoption of a specific plan that addresses protection of residential neighborhoods south of I Street, and requires assembly of at least 90 percent of existing parcels of land within the Mixed Use Transit Focus Area designated area south of H Street, a large regional commercial center would be permitted within the H Street Gateway Focus Area. Until adoption of such a specific plan, existing land uses are considered consistent with this mixed land use designation.

LUT 58.3 With no relocation of large regional retail uses to the H Street Gateway Focus Area, south of H Street, strive for a distribution of uses within the Mixed Use Transit Focus Area designation to be mostly retail with some offices and residential, as generally shown on the chart below:

Intensity/Heights

LUT 58.4 With no relocation of large regional retail uses to the H Street Gateway Focus Area, residential densities within the Mixed Use Transit Focus Area designated areas south of H Street are intended to have a Focus Area-wide gross density of 60 dwelling units per acre and are encouraged to develop near the high end of the density range, provided that projects are found to be compatible with pedestrian and transit-oriented design objectives.

LUT 58.5 In the H Street Gateway Focus Area south of H Street, the commercial (retail and office) portion of the Mixed Use Transit Focus Area designation is intended to have a Focus Area-wide aggregate FAR of 2.0. Subsequent specific plans or zoning ordinance regulations will establish parcel-specific FARs (refer to Section 4.9.1, Interpreting the Land Use Diagram, for a discussion of Focus Area-wide versus parcel-specific FAR).

Building heights on the south side of H Street in the Mixed Use Transit Focus Area should be primarily mid-rise, with some high-rise buildings closer to Interstate 5 and H Street. Any high-rise buildings will be subject to discretionary review pursuant to the provisions of LUT Section 7.2.

LUT 58.6 In the H Street Gateway Focus Area, the Mixed Use Commercial designation near Broadway is intended to have a Focus Area-wide aggregate FAR of 0.75. Subsequent specific plans or zoning ordinance regulations will establish parcel-specific FAR (refer to Section 4.9.1 Interpreting the Land Use Diagram for a discussion of Focus Area-wide versus parcel-specific FAR). Building heights in the Mixed Use Commercial designated area will be primarily low-rise, with some mid-rise buildings.

Design

LUT 58.7 Encourage the upgrading of older and/or marginal retail uses along H Street and Broadway.

LUT 58.8 The Urban Core Specific Plan shall include specific guidelines for the development of mixed use projects on H Street and on Broadway.

LUT 58.9 The Urban Core Specific Plan shall include development standards and guidelines, including the provision of building setbacks and massing diagrams to ensure the enhancement of a primary gateway to the City and the establishment of a grand transit boulevard along H Street, as well as to ensure a pleasant and safe pedestrian experience.

LUT 58.10 Planning efforts and documents that address transit implementation along the H Street Gateway should include transit station design themes, ease of access to these stations, and user comfort.

LUT 58.11 As part of the Urban Core Specific Plan, specific guidelines for the development of mixed use projects south of the H Street frontage shall be prepared that provide an appropriate buffer to protect existing residential neighborhoods south of I Street.

Amenities

LUT 58.12 Community amenities to be considered for the H Street Gateway Focus Area as part of any incentive program should include, but not be limited to, those listed in Policy LUT 27.1.

9.5.10 Mid-Broadway District

Description of District

The Mid-Broadway District (Figure 5-34) consists of several blocks of Broadway frontage located between I Street and L Street.

Existing Conditions

The Mid-Broadway District consists mainly of retail establishments.

Vision for District

The Mid-Broadway District is a mixed use area, with primarily local-serving ground floor retail and higher density residential units. Retail uses serve the adjacent residential neighborhoods, as well as the new housing. In the redevelopment process, automotive uses were transitioned out of the area, and housing was added to an area that was primarily retail in character. Building heights for the Mid-Broadway District are primarily low-rise.

Objective - LUT 59

Encourage redevelopment activities within the Mid-Broadway District that will establish a pedestrian-oriented commercial corridor providing housing opportunities and compatible neighborhood-serving commercial uses.

Policies

Uses

LUT 59.1 Promote revitalization and infill development in existing retail shopping centers that are located in Mixed Use Residential designated areas, which is intended to provide opportunities for housing and other compatible non-retail uses.

LUT 59.2 Strive for a distribution of uses within the area designated as Mixed Use Residential in the Mid-Broadway District to include retail, offices and residential, as generally shown on the chart below:

Intensity/Height

LUT 59.3 In the Mid-Broadway District, residential densities within the area designated as Mixed Use Residential designation are intended to have a district-wide gross density of 40 dwelling units per acre.

LUT 59.4 In the Mid-Broadway District, the commercial (retail and office) portion of the Mixed Use Residential designation is intended to have a district-wide aggregate FAR of 1.0. Subsequent specific plans or zoning ordinance regulations will establish parcel-specific FARs that may vary from the Focus Area-wide aggregate (refer to Section 4.9.1 Interpreting the Land Use Diagram for a discussion of district area-wide versus parcel-specific FAR).

LUT 59.5 Building heights within the Mid-Broadway District are intended to be low-rise, with some mid-rise buildings.

Design

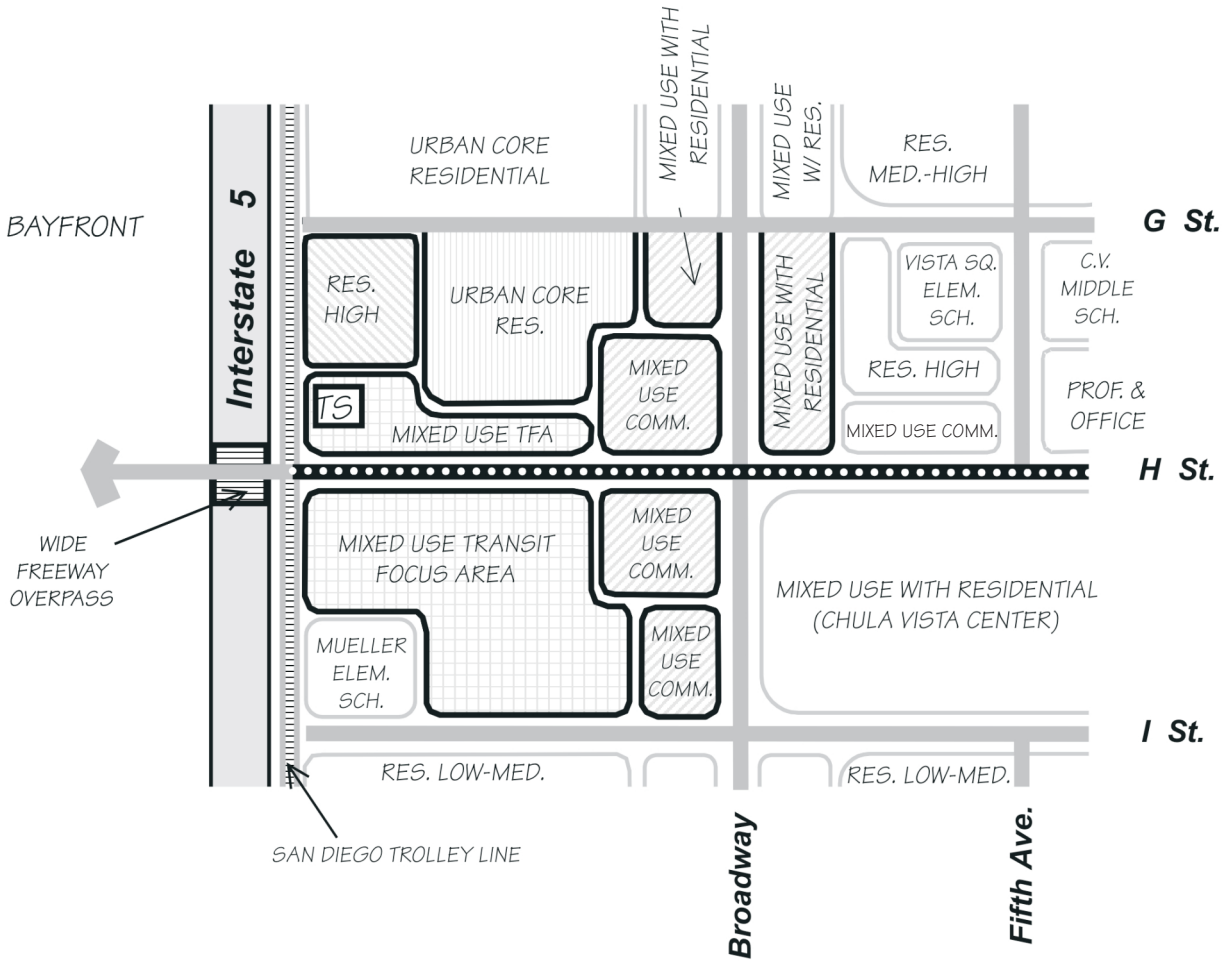
LUT 59.6 Encourage the upgrading of older and/or marginal retail uses along Broadway.

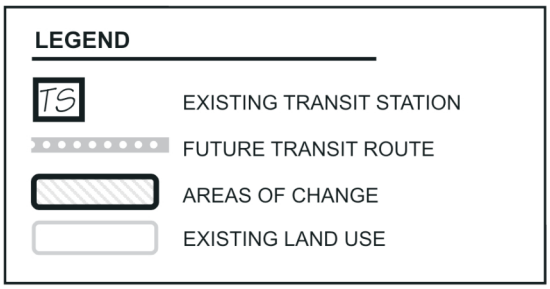
LUT 59.7 Prepare specific guidelines for the development of mixed use projects on Broadway.

LUT 59.8 The Urban Core Specific Plan shall establish design guidelines and/or zoning standards that provide for building heights that step down adjacent to single-family neighborhoods.

Amenities

LUT 59.9 Community amenities to be considered for the Mid-Broadway District as part of any incentive program should include, but not be limited to, those listed in Policy LUT 27.1.





NOT TO SCALE

Figure 5-33

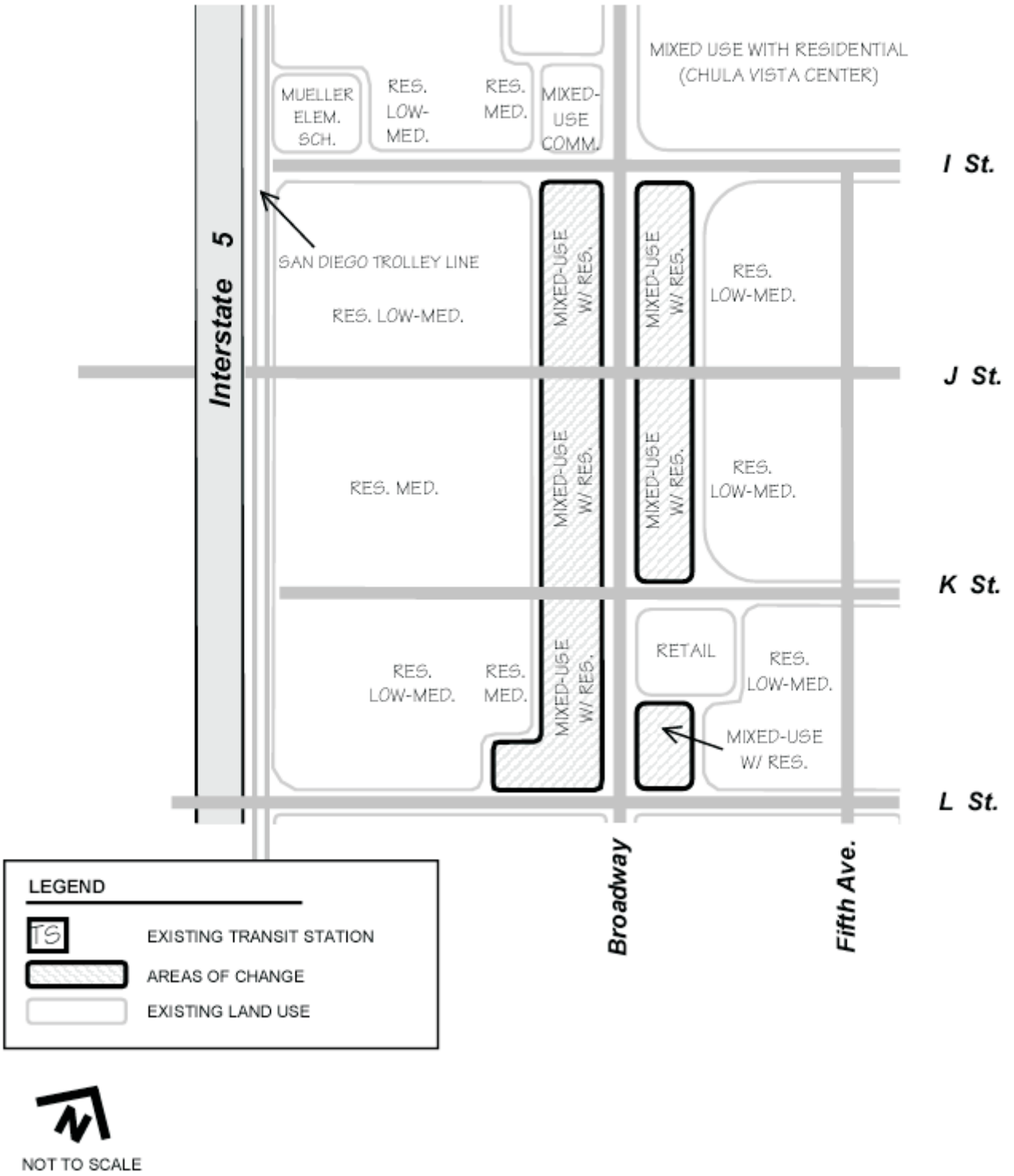

MIXED USE WITH RESIDENTIAL (CHULA VISTA CENTER)
MUELLER ELEM. SCH.
RES. LOW-MED.
RES. MED.
MIXED-USE COMM.
I St.
SAN DIEGO TROLLEY LINE
RES. LOW-MED.
MIXED-USE W/ RES.
MIXED-USE W/ RES.
RES. LOW-MED.
Interstate 5
J St.
RES. MED.
MIXED-USE W/ RES.
MIXED-USE W/ RES.
RES. LOW-MED.
K St.
RETAIL
RES. LOW-MED.
RES. LOW-MED.
RES. MED.
MIXED-USE W/ RES.
MIXED-USE W/ RES.
L St.
Broadway
Fifth Ave.
LEGEND
TS
EXISTING TRANSIT STATION
AREAS OF CHANGE
EXISTING LAND USE
NOT TO SCALE

Figure 5-34

9.5.11 Mid-Third Avenue District

Description of District

The Mid-Third Avenue District (Figure 5-35) consists of several blocks of Third Avenue frontage that are located between I and L Streets.

Existing Conditions

The Mid-Third Avenue District consists primarily of professional offices north of J Street, and a mix of retail and professional office uses south of J Street.

Vision for Focus Area

The Mid-Third Avenue District remains relatively stable, with primarily office uses, some housing between I and J Streets, and segregated retail and office uses between J and L Streets. Land uses on the west side of Third Avenue, south of J Street, provide local retail services for adjoining residential neighborhoods, while the east side of Third Avenue consists of offices. Building heights for the Mid-Third Avenue District are primarily low-rise.

Objective - LUT 60

Reinforce the existing land use pattern of predominantly retail uses on the west side of Third Avenue, and office uses on the east side of Third Avenue between J Street and L Street.

Policies

Uses

LUT 60.1 Establish a professional office district along the east side of Third Avenue, between J and L Streets, consistent with the predominance of existing office uses. Some limited residential uses may be considered within this segment to provide additional vibrancy and pedestrian activity.

Intensity/Height

LUT 60.2 Establish building heights that are primarily low-rise, although some mid-rise buildings may be allowed, if compatible with the surrounding neighborhood and if their design features benefit the community.

Design

LUT 60.3: The Urban Core Specific Plan shall establish design guidelines and/or zoning standards that provide for buildings heights that step down adjacent to single family neighborhoods.

Amenities

LUT 60.4 Community amenities to be considered for the Mid-Third Avenue District as part of any incentive program should include, but not be limited to, those listed in Policy LUT 27.1.